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BROADCASTING

Vol. 14 • No. 11

Broadcast Advertising

WASHINGTON, D. C.
JUNE 1, 1938

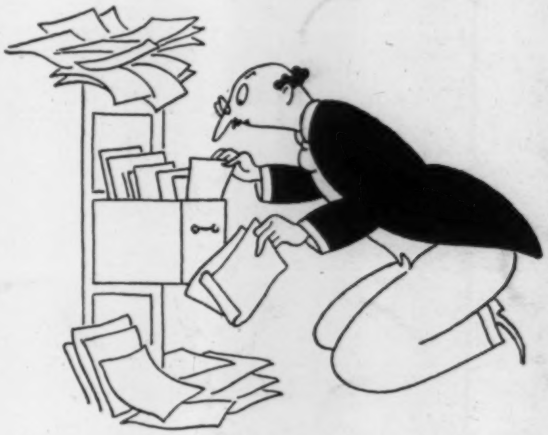
Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
MAY 3[illegible] 1938

H*as anybody here heard* OSCAR?



The man in the odd posture is Oscar Keep.

Formerly an accountant for Sme, Small & Longstreet, Oscar is now an efficiency engineer. More specifically, he is a cost-cutter.

Oscar is employed by a nationally-known firm of business consultants. These being fretful times, boards of directors employ the business consultants who employ Oscar to prowl.

Above you see Oscar on the prowl.

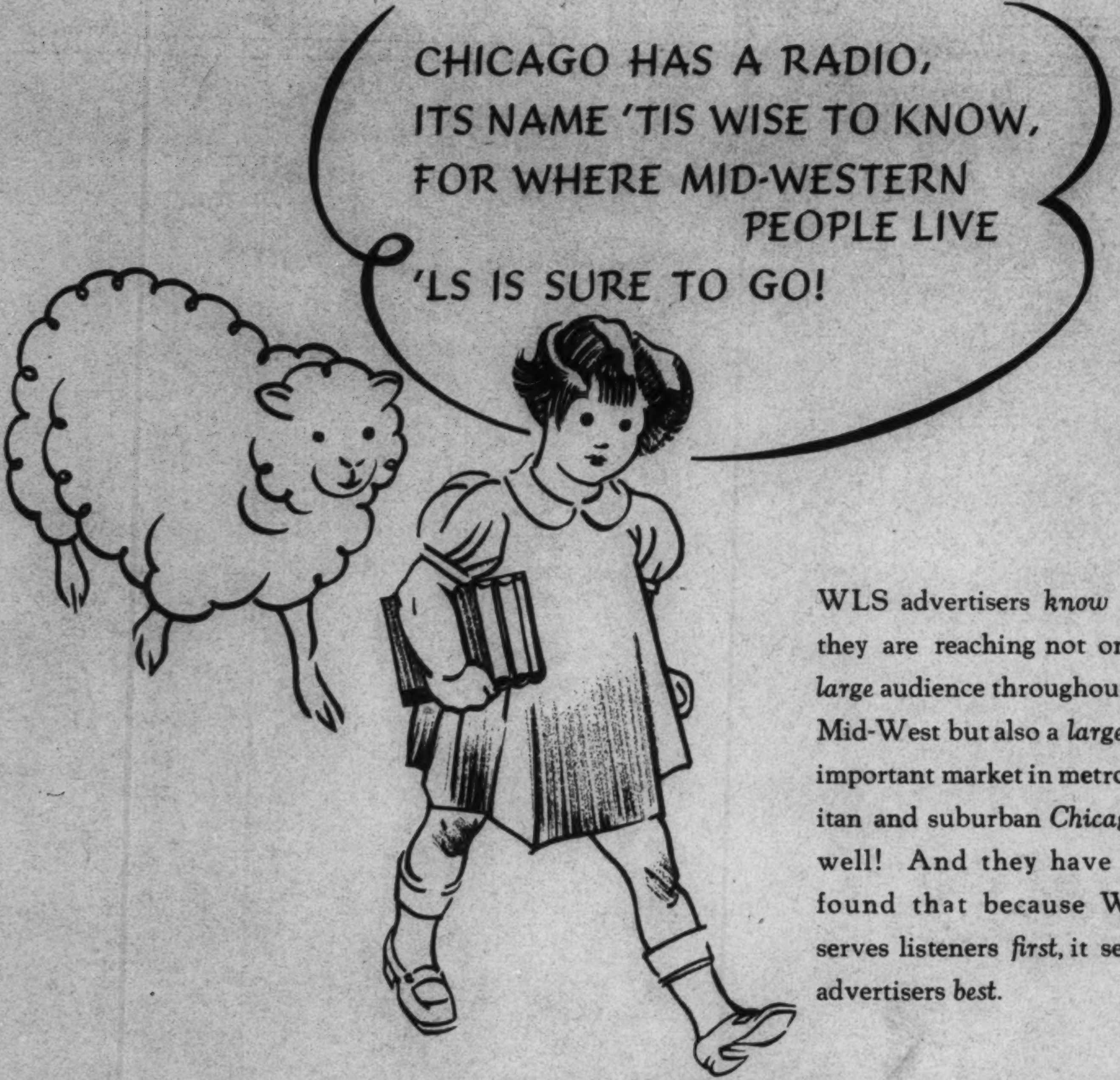
WOR is not particularly enthusiastic about people like Oscar, or the job Oscar does. But we do admire his thinking . . . about WOR, that is.

"Personnel, the president's take, expense accounts . . . such stuff is easy to chop," admits Oscar. "But, dammit, how are you going to tell a guy to stop using a radio station that's paying him back dollar for dollar and more on the time he buys? Even if it didn't,*" Oscar continued, "SOMETHING has to happen if you keep on jabbing 50,000 watts down on the greatest radio-active market on earth where 94.5% of the homes have radios—over 4½ million of them!"

"Well, don't sell US!" we said.

WOR

**It DOES!*

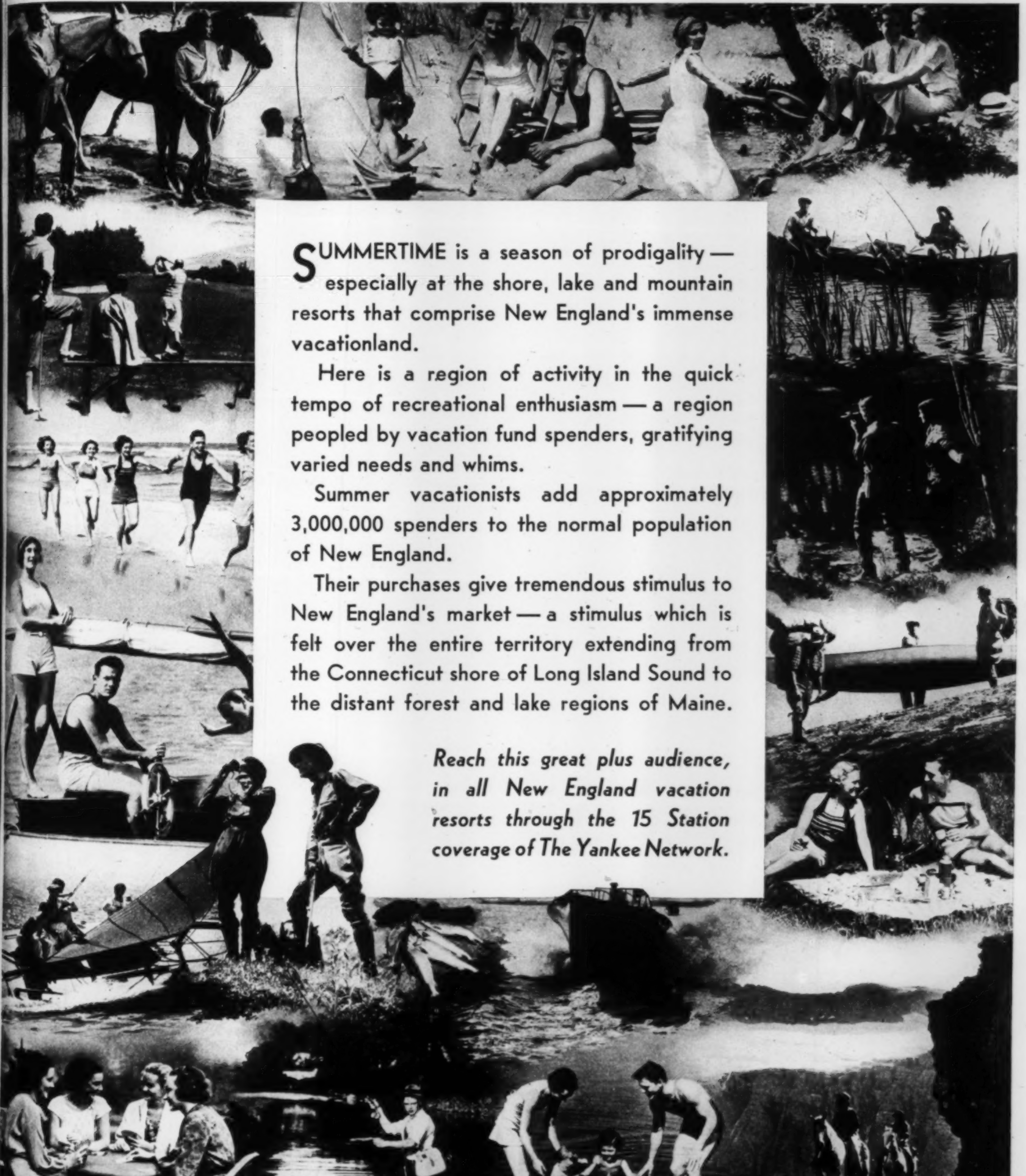

CHICAGO HAS A RADIO,
ITS NAME 'TIS WISE TO KNOW,
FOR WHERE MID-WESTERN
PEOPLE LIVE
'LS IS SURE TO GO!

WLS advertisers *know* that they are reaching not only a *large* audience throughout the Mid-West but also a *large* and important market in metropolitan and suburban *Chicago* as well! And they have also found that because WLS serves listeners *first*, it serves advertisers *best*.

WLS

GETS RESULTS!

Reach the THREE MILLION EXTRA Vacation Spenders



SUMMERTIME is a season of prodigality — especially at the shore, lake and mountain resorts that comprise New England's immense vacationland.

Here is a region of activity in the quick tempo of recreational enthusiasm — a region peopled by vacation fund spenders, gratifying varied needs and whims.

Summer vacationists add approximately 3,000,000 spenders to the normal population of New England.

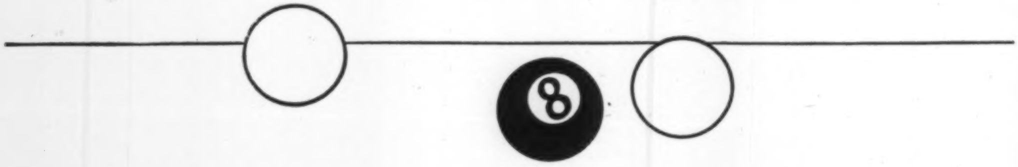
Their purchases give tremendous stimulus to New England's market — a stimulus which is felt over the entire territory extending from the Connecticut shore of Long Island Sound to the distant forest and lake regions of Maine.

Reach this great plus audience, in all New England vacation resorts through the 15 Station coverage of The Yankee Network.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

"Behind the 8 Ball"



● We borrowed that headline because it is such an excellent description of many WGR-WKBW activities. When things happen in Buffalo and Western New York you will always find a member of the WGR-WKBW staff "behind the 8-ball" to describe exactly what is taking place.

Nationally these two stations are currently gaining recognition with the Buffalo Summer Theater, a regular Friday afternoon dramatic presentation through 60 stations of the Columbia Broadcasting System, and with "Buffalo Presents" each Saturday afternoon.

Locally WGR and WKBW identify themselves more and more with the particular interests of the community. Hourly newscasts kept listeners informed when a Supreme Court jury deliberated on the fate of a former mayor. A series of 23 broadcasts took local listeners to the local airport during National Air Mail Week and more than 500 air mail letters were received offering congratulations on the "mikemanship" of the airport broadcasts.

WGR-WKBW carry the complete CBS schedule. In addition, these two stations are always on the alert to translate local headlines into local broadcasts. The result is a balanced broadcasting day that offers unusually attractive time to advertisers. Why not let us tell you about it and suggest time available?

WGR · WKBW

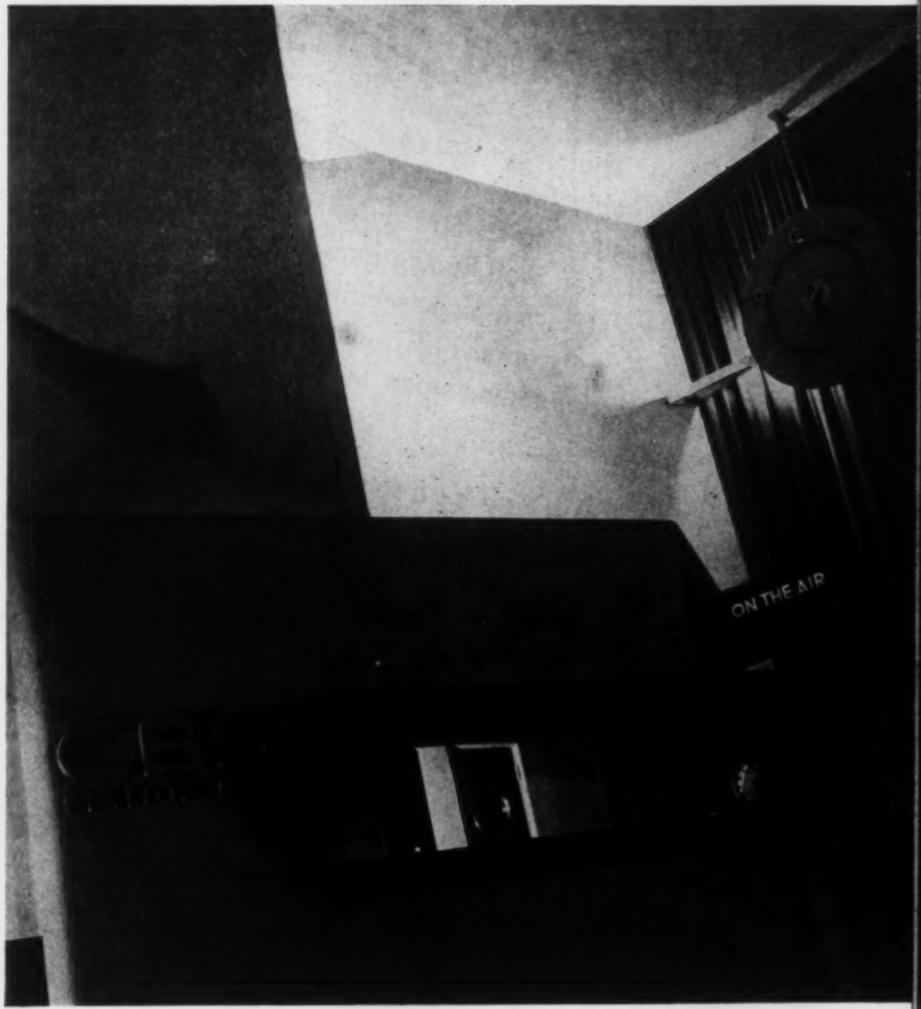
THE ENDS OF THE DIAL

"On the air... from COLUMBIA SQUARE"

COLUMBIA
SQUARE

Already familiar to millions of radio listeners on the Pacific Coast is the new by-line with which KNX opens its programs: '*On the air from Columbia Square.*' In this way the most popular station in Southern California reminds its audience, in nine Western states, of its magnificent new quarters in Hollywood.

The auditorium, studios, control booths are as nearly perfect as the latest developments in sound insulation, acoustics, and audio-facilities permit. Couple these mechanical advantages with the station that had already cinched FIRST PLACE in the estimation of the Southern California radio audience and you have the one station for *your* spot campaign in this wealthy territory.



KNX

50,000 WATTS · LOS ANGELES

Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco

Now Available

A SERIES OF ORIGINAL TRANSCRIPTIONS BY

CARSON ROBISON AND HIS BUCKAROOS

The uncontested King of Hill Billy organizations in a new series available for the first time in this country on transcriptions! In these 15 minute shows, already on wax, Carson Robison and His Buckaroos present their well known mountain music and comedy effects in that inimitable style which has built such wide audience acceptance for them on the networks. 112 transcriptions are ready. An advertiser may buy all or part depending upon his proposed schedule. It's a natural for the summer!

AN EXCLUSIVE OFFERING OF
INTERNATIONAL RADIO PRODUCTIONS
A Division of International Radio Sales

Representing

WDRC	HARTFORD
WORC	WORCESTER
WINS	NEW YORK
WBAL	BALTIMORE
WCAE	PITTSBURGH
WLS	CHICAGO
WISN	MILWAUKEE
KOMA	OKLAHOMA CITY
WACO	WACO
KNOW	AUSTIN
KTSA	SAN ANTONIO
KOY	PHOENIX
KEHE	LOS ANGELES
KYA	SAN FRANCISCO

• FOR COMPLETE INFORMATION AND PRICES ON THE CARSON ROBISON SERIES, AND OTHER IRP TRANSCRIBED PROGRAMS, CONTACT THE OFFICE NEAREST YOU.

THE SEAL OF SUPREMACY

IRS

INTERNATIONAL RADIO SALES
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

NEW YORK
20 E. 57th St.
Plaza 8-2600

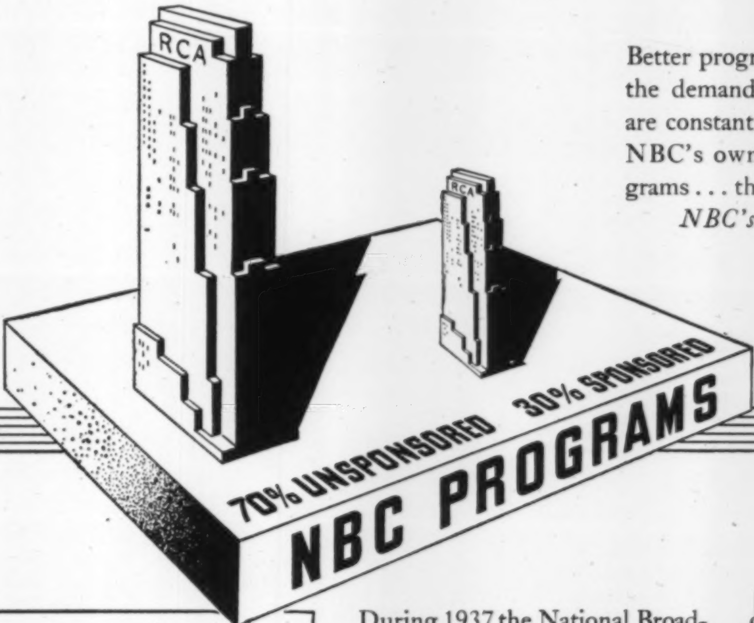
CHICAGO
326 W. Madison St.
Central 4547

DETROIT
General Motors Bldg.
Trinity 1-1170

LOS ANGELES
141 N. Vermont St.
Exposition 1341

SAN FRANCISCO
Hearst Building
Yukon 0320

RCA Continues to Build America's Radio Audience!



Better programs—which increase the demand for better radios—are constantly being fostered by NBC's own unsponsored programs . . . they constitute *70% of NBC's time on the air!*

NBC HIGHLIGHTS

These are but a few of the many fine programs which make up NBC's *70% unsponsored time on the air!*

- ★ Metropolitan Opera Broadcasts
- ★ NBC Symphony Broadcasts
- ★ Music Appreciation Hour
- ★ National Farm & Home Hour
- ★ NBC Radio Guild
- ★ America's Town Meeting of the Air
- ★ The Radio Pulpit
- ★ University of Chicago Round Table

RCA presents the Magic Key every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

During 1937 the National Broadcasting Company, a service of RCA, broadcast more than 50,000 unsponsored programs. Such service accounted for 70% of all NBC time on the air. The variety offered was as wide as human interests.

Through the miracle of radio such programs bring to millions entertainment, information and help which they could not receive otherwise. Through NBC, living rooms become boxes at the Metropolitan Opera. Or they are filled with the sonorous cadences of great symphonies, played by the NBC Symphony Orchestra, conducted by Arturo Toscanini, or some other famous conductor.

Again, it may be current prices of eggs, or pork, or a discussion of books and plays. But whatever the subject, if it is of interest to any considerable part of the public, NBC provides programs which deal with it.

Programs such as these, together with the fine programs sponsored by NBC advertisers, have been largely responsible for the increased sale of radios. And in offering listeners better radios RCA further stimulates America's interest in fine radio programs.

RCA

Radio Corporation of America

RADIO CITY, N. Y.

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC. RCA COMMUNICATIONS, INC.
RADIOMARINE CORPORATION OF AMERICA NATIONAL BROADCASTING COMPANY

HI-YO SILVER

He's also a Sales Specialist

THE LONE RANGER

He's great entertainment for Young and Old. He's also proved he can produce sales for sponsors far beyond what it costs to employ him.

Put him in the saddle for your product and watch him go to town for you and your dealers.

Try him as a tonic for summer sales where markets need bolstering. He has proved he is a sales specialist who can really produce.

THE LONE RANGER program is available for the first time on transcriptions for use in certain markets in the United States and Canada, made available through

KING-TRENDLE BROADCASTING CORPORATION
Detroit
NATIONAL BROADCASTING COMPANY
New York and Chicago

For information and data regarding availability, costs, etc., WRITE

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA • NEW YORK MERCHANDISE MART • CHICAGO

WJAX • JACKSONVILLE

NBC — 5000 watts day, 1000 watts night — 900 kc

The only station that serves with a primary signal the 135,359 radio homes in the Jacksonville market of Florida and Southern Georgia. This station carries 90 per cent of the national spot business for leading advertisers in this market.

WFLA • TAMPA

NBC — 5000 watts day, 1000 watts night — 620 kc

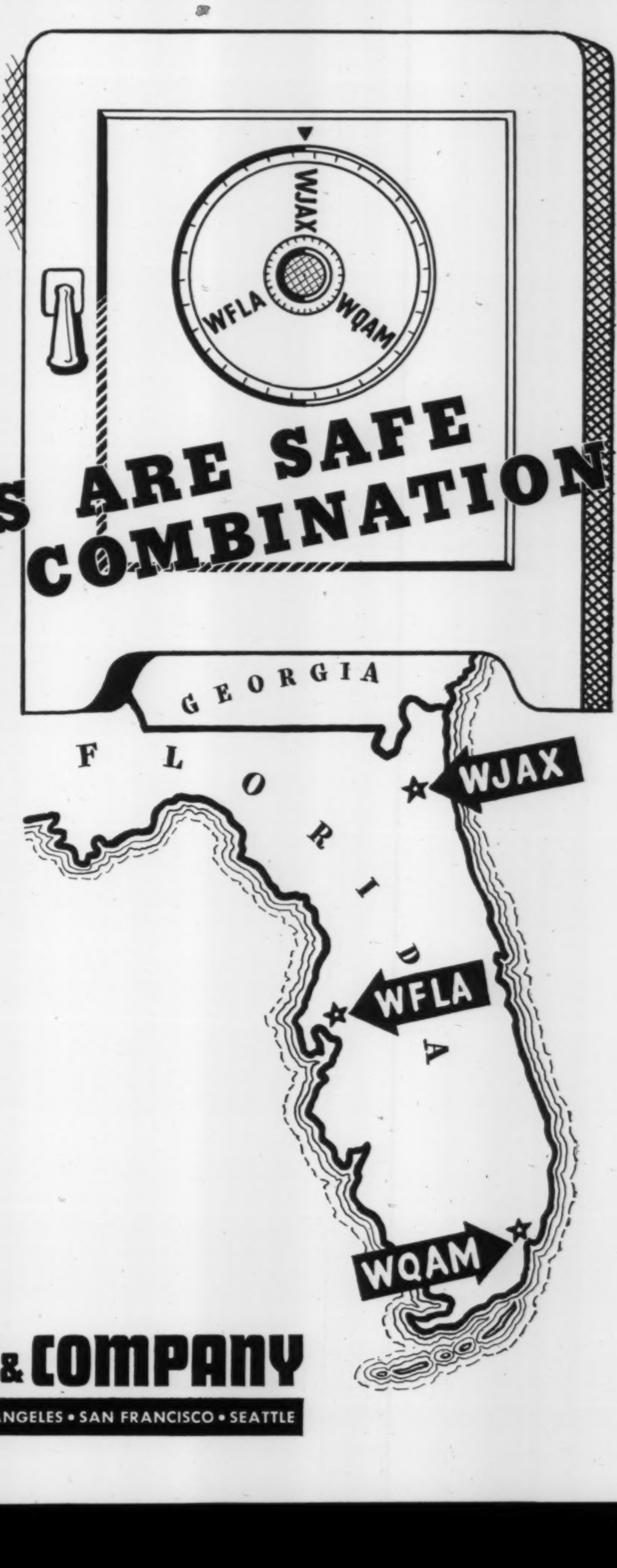
WFLA exclusively serves all of Central Florida comprised of 108,790 radio homes with its outstanding NBC Red and Blue programs. The population of this market is increased 50 per cent during the winter months.

WQAM • MIAMI

CBS — 1000 watts day and night — 560 kc

The dominant station serving lower Florida, where the buying power index is twice the national average. Greatest volume of retail sales in South Atlantic area excepting Baltimore and Atlanta. New Overseas Highway to Key West and Everglades National Park biggest summer tourist attraction in the South.

YOUR SALES ARE SAFE WITH THIS COMBINATION



Prosperous Florida is the nation's ideal Test Market. Here's why. The winter population, as well as the year-around population, represents a true cross-section of the United States—made up of people from every state in the Union.

If radio can sell your product in Florida—radio can sell it to the whole country. And if it can be sold anywhere the Big Three can sell it in Florida. These three stations give you *complete* coverage of the wholesale market, the retail market and the back country.

When you're planning sales campaigns remember *this* . . . business is good in Florida. No strikes! No strife! No starvation!

Ask a John Blair man for complete merchandising data on the Florida market.

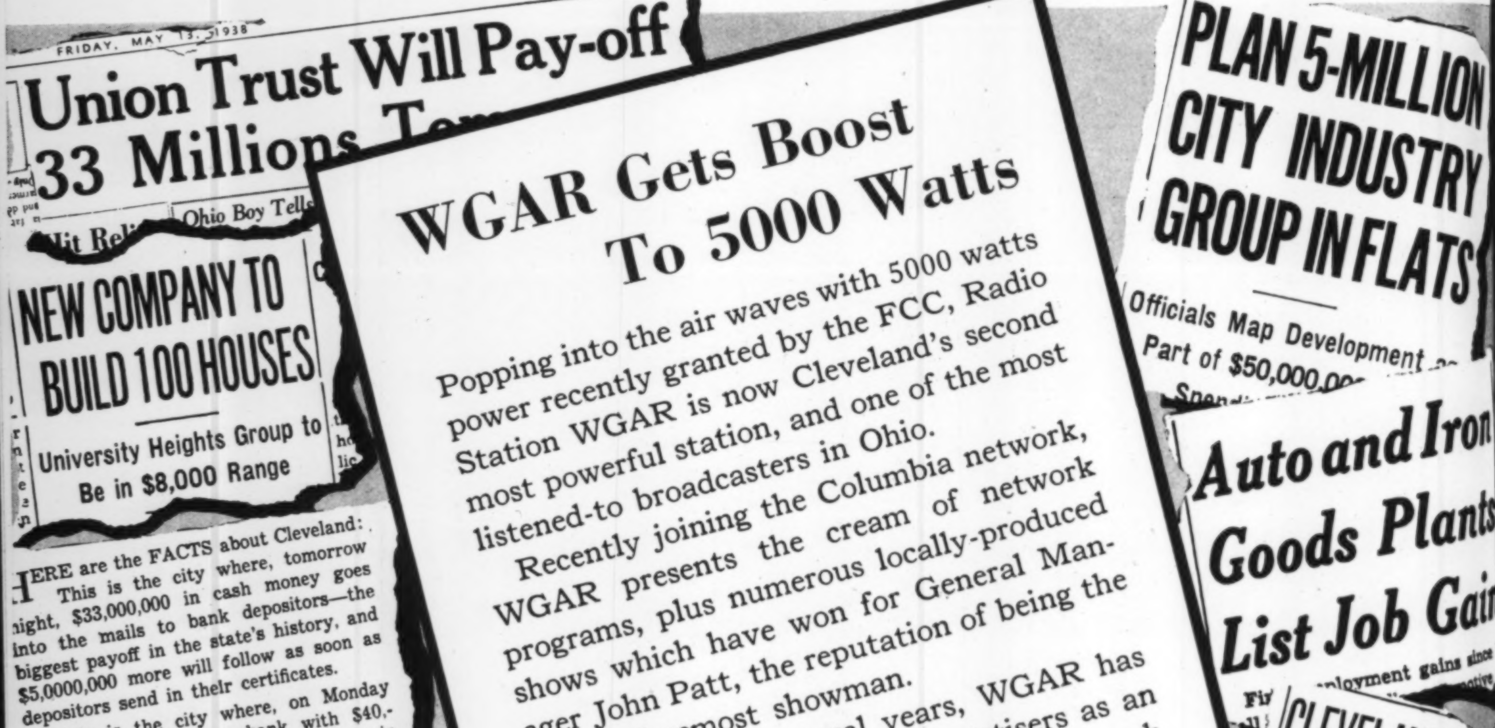
REPRESENTED NATIONALLY BY

JOHN BLAIR & COMPANY

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • SEATTLE

BIG THINGS

ARE HAPPENING IN CLEVELAND



FRIDAY, MAY 13, 1938

Union Trust Will Pay-off 33 Millions

Ohio Boy Tells

NEW COMPANY TO BUILD 100 HOUSES

University Heights Group to Be in $8,000 Range

HERE are the FACTS about Cleveland:

This is the city where, tomorrow night, $33,000,000 in cash money goes into the mails to bank depositors—the biggest payoff in the state's history, and $5,0000,000 more will follow as soon as depositors send in their certificates.

This is the city where, on Monday morning, a brand-new bank with $40,000,000 in assets opens on the main corner.

This is the city that this week sold a $2,100,000 issue of city bonds at an average rate of 3.007 per cent—and they were oversubscribed.

This is the city whose federal reserve district led the nation for increase of mercantile sales in April over March, with a 20 per cent gain. We're the capital of that area.

Think about that. Think about New York's gain of only 18 per cent; of gains of less than 10 per cent in St. Louis, Minneapolis, Philadelphia, Dallas and Kansas City, and of a

PLAN 5-MILLION CITY INDUSTRY GROUP IN FLATS

Officials Map Development Part of $50,000,000

Auto and Iron Goods Plants List Job Gain

employment gains since

CLEVELAND BONDS ARE QUICKLY SOLD

Bond Houses Bid; Net Interest Cost 3.0799%

GUY T. ROCKWELL
Financial Editor

of $2,100,000 City of was absorbed with swiftness yesterday

WGAR Gets Boost To 5000 Watts

Popping into the air waves with 5000 watts power recently granted by the FCC, Radio Station WGAR is now Cleveland's second most powerful station, and one of the most listened-to broadcasters in Ohio.

Recently joining the Columbia network, WGAR presents the cream of network programs, plus numerous locally-produced shows which have won for General Manager John Patt, the reputation of being the town's foremost showman.

For the past several years, WGAR has been tabbed by national advertisers as an ideal test station. Because it showed such remarkable results, more than 109 national spot accounts and 189 local accounts were placed with it last year.

Big things are happening in Cleveland. And not the least of these is our home-town WGAR making a move into radio's big time.

Big things will happen to you too, when you advertise over WGAR. You will blanket Northern Ohio, the state's greatest retail market . . . at a very low cost too. You will find dealers more co-operative . . . consumers more ready to spend.

wgar

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-President
and General Manager

Edward Petry & Company
National Representatives

MEMBER COLUMBIA BASIC NETWORK

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 11 WASHINGTON, D. C., JUNE 1, 1938 $3.00 A YEAR—15c A COPY

Miller Expected to Take NAB Post July 15

By SOL TAISHOFF

Formally Offered Industry Helm; Board to Meet June 6; Aggressive Drive to Combat Government Interference

NEVILLE MILLER, former mayor of Louisville, is expected to assume the presidency of NAB about July 15.

Culminating a search for an outstanding figure of proved ability that began last February, the NAB executive committee of six has formally proffered the post to the lawyer-educator, subject to ratification by the full board of 23 members. Mr. Miller has at least implied his availability. The board has been called by President Mark Ethridge to meet in Washington June 6.

Approval of the appointment appears assured. Nearly half the members of the board already have conferred with the prospective appointee, and there is no hint of discord.

To accept the presidency, Mr. Miller will leave his present post as assistant to the president of Princeton University, which he assumed early this year. As NAB president he will succeed Mr. Ethridge. The salary will be $25,000 per annum, plus $5,000 for expenses.

On the Aggressive

Mr. Miller's appointment comes at a time when the reorganized NAB under the Ethridge leadership has demonstrated perhaps the greatest effectiveness in its 15 years of existence. Mr. Miller is expected to pick up where Mr. Ethridge leaves off, in the new offensive against tendencies toward greater Governmental interference with broadcast operations.

The new offensive was keynoted by Mr. Ethridge May 16 in two separate addresses — one opposing the Celler Bill for a Government international broadcasting station for the purported purpose of combatting foreign radio propaganda in the Latin American nations, and the other embodying a plea for friendly cooperation between Government and broadcaster toward the common goal of efficient broadcast operation in the public interest.

The first broadside, before the House Naval Affairs Committee, indirectly resulted in the shelving of all pending proposals for a Government-owned international station. The second address, before the Federal Communications Bar Association, with six of the seven FCC members present, gave the industry new inspiration because it signalized the arrival of the aggressive trade organization for which rank and file broadcasters have been clamoring for years.

An open fight against the enemies of radio, rather than the use of subsurface and "ghosting" tactics of the opposition, is the thesis of the NAB campaign. The affirmative story of the job being done by the broadcasting industry will be told. By a process of keeping the public informed, it is felt the onslaughts of minority opposition groups can be combatted.

Mr. Miller is viewed by those who know him best as an excellent choice as successor to Mr. Ethridge to take over NAB leadership. As mayor of Louisville from 1933 until November of last year he won acclaim as a courageous and resourceful organizer and leader [BROADCASTING, May 15]. Although a newcomer to the regulatory side of radio, he is thoroughly acquainted with its service aspects, for during the Ohio-Mississippi flood of February 1937 he worked with stations in setting up the largest network in history (some 300 stations) to assist in relief relays.

Fills the Bill

In advancing the Miller name, the NAB executive committee appears to have complied with every requisite propounded at the February convention of the NAB.

It was at this convention the old NAB order was retired and the new organization plan adopted. Prior to this year the NAB president had been selected from among active members. The managing director was the paid executive officer. The managing directorship was abolished, the board structure changed, a new set of by-laws adopted, and the dues quadrupled over last year.

Mr. Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, and of WHAS, who first was introduced to the industry last summer, soon took over leadership in the reorganization, along with Edwin W. Craig, of WSM, Nashville, who fathered the plan from the start. Philip G. Loucks, Washington attorney and former NAB managing director, was retained to draft the reorganization plan and to serve as special counsel and acting executive officer pending retention of the paid president, meanwhile continuing his law practice.

It was Mr. Craig who first advanced Mr. Miller's name to the board.

When the search for a paid executive reached what amounted to an impasse last March, Mr. Ethridge, who had served as acting president since the last convention, was named president, but without salary. Favored generally throughout the industry for the permanent post, he declined to consider it on anything but an interim basis because of his commitments in Louisville, and it was agreed that the quest for a permanent head would be continued.

Will Have Aides

Mr. Loucks as well as Mr. Ethridge will retire from the NAB headquarters staff. The former, however, is expected to keep himself available for consultation until the new president becomes grounded in his work. Mr. Miller also will have available the services of three experts recently appointed to the headquarters staff—Edward M. Kirby, public relations; Paul F. Peter, research and statistics, and Joseph L. Miller, publicity, with particular emphasis on labor relations. Edwin M. Spence, veteran broadcaster, also is serving at headquarters as the interim executive officer.

The NAB membership, now totaling some 440 stations of which more than 375 have qualified as dues-paying members, probably will not meet the new president until the next NAB convention. Only cursory consideration has been given to a convention up to this time by the board. It is not

(Continued on page 28)

Hearst Liquidation by End of Summer Is Foreseen as Offers Are Pondered

LIQUIDATION of the remaining Hearst Radio properties, with the single exception of WCAE, Pittsburgh, is likely by the end of this summer, although no additional tentative contracts or options have been negotiated in recent weeks, Joseph V. Connolly, chairman of the board of Hearst Radio Inc., disclosed May 26.

Admitting a number of propositions are pending for the stations as well as for International Radio Sales, representation organization, Mr. Connolly asserted that none has reached the point where sale contracts are in immediate prospect. The seven remaining stations, he said, are "available" and deals may be closed at any time. Thus far the only two units of the 10-unit Hearst radio structure which have been sold are KEHE, Los Angeles, sold to Earl C. Anthony for $400,000, subject to FCC approval, and WINS, New York, sold to Col. Arthur O'Brien of Washington, D. C. and Seattle, for $250,000, also contingent upon FCC approval.

Since all of the Hearst stations are said to be earning profits, Mr. Connolly indicated his organization was in no great haste to liquidate them. The decision, however, has been reached to dispose of them on as satisfactory terms as can be procured and, based on propositions already made, it is felt that most of the properties will be disposed of before fall.

For sale, in addition to International Radio Sales, are the four stations of the Southwest Group (KTSA, San Antonio; KNOW, Austin; KOMA, Oklahoma City; WACO, Waco); WBAL, Baltimore; WISN, Milwaukee, and KYA, San Francisco. It became known that a transaction, said to involve $900,000, for the sale of the four Southwest stations plus International Radio Sales and International Radio Productions, has been discussed tentatively with John Ewing, Shreveport publisher and broadcaster. Mr. Ewing's illness several weeks ago, together with the sudden death of his brother, halted the negotiations and they are no longer in progress. A similar tentative offer from a group of prominent business men also had been made in the early stages of the Hearst sales undertaking but likewise did not crystallize.

Active bidding is understood to be in progress in connection with

(Continued on page 58)

Neville Miller—He Conquered a Crisis

A Quiet Man of Action Who Ignores Brass Hats, Red Tape

By ULRIC BELL[*]

HE IS the last man in the world one would take for a "czar". Yet Neville Miller was in supreme command of a great American city under catastrophic conditions, and emerged not to be damned but to be lionized.

His manner, in some degree, is that of a schoolboy. But his record is that of a man who once routed the whole United States Army, overwhelming red tape, gold braid and brass hats by knowing what he wanted and feeling that he was right.

Neville Miller was not taken too seriously as mayor of Louisville by two great corporations of the country when he set out to obtain what he deemed were just utility rate reductions. But their lawyers and statisticians discovered that he could compete with them on their own ground because he set for himself the task of learning their business.

He is not a great orator or a professional politician. But his administration as mayor was called so pronounced a success that he could have commanded bi-partisan backing for higher office had he chosen. One office which beckoned to him was the Governorship of Kentucky.

Academic Yet Dynamic

When Neville Miller, after finishing his term, went to Princeton University as assistant to the president of that institution, he thought he was immuring himself in academic cloisters, far from the madding throng. But the world was to seek him out, calling him back to the field of action.

His whole mien is in keeping with the quiet atmosphere of the campus. But it was the same when Miller was holding his own in the rough and tumble of ward politics.

He is a student, a scholar, a Bible teacher, a lawyer, a little bit of a recluse, a soft-spoken, gentlemanly fellow who has a ready smile and nothing of the "iron man" about him. But watch out if he is pitted against you.

Tall, a little stooped but with an energetic stride, Neville Miller at 44 has had experiences of such diversity that his mildness of manner is probably only a manifestation of inner assurance.

Probably his outstanding characteristic is his belief in preparedness in the broad sense—preparedness along with the logic that can confute, in the words of Omar, the jarring sects. One of the reasons his successor as mayor was recently able to win quick Federal approval for a Louisville public works grant was that Miller, while in office, insisted upon having drawn up a municipal improvement program looking ten years ahead. In this respect, his technical staffs were obliged to plan for future contingencies in the manner of the Army War College.

PROSPECTIVE NEW NAB CHIEFTAIN

NEVILLE MILLER

Miller is thorough. Among his faults, perhaps, is the fact that he has a tendency to credit others with being equally thorough. When he dwells upon utility problems, for example, he talks the language of the technical experts—making it difficult for the layman to follow him. His enthusiasm for every cause in which he enlists is immense but he is nevertheless quick to get the feel of a given audience or situation.

There is more than a little drawl in his voice, a fact both disarming and a token that he is a Kentuckian. But he is not quick in anger or quick on the draw. Rather his weapon is logic, carried in a holster of mellow good nature.

His penchant for preparedness did Mr. Miller no good when the great flood of 1937 made him overnight a combination of dictator, Father Noah and the Old Woman Who Lived in a Shoe. Louisville had experienced floods—bad ones—many times, but nobody had deemed possible the disaster that overwhelmed the city in January of that year, throwing the whole population of more than 350,000 into a struggle for existence. This was an emergency problem for an executive who had been taught nothing about it in his law books or his political experience.

During the Flood

More than 200,000 persons were made dependent upon the wisdom of the mayor in organizing for their relief. More than a fourth of these had to be removed quickly from their homes as the flood tide rose, swamping the greater part of the city. Conditions were so frightful that even such commonplace items as a cup of coffee, a bed or a piece of candle were great boons.

Against mighty odds, Mayor Miller had to organize, establish communication with and get help from the outside, and keep the populace from panic, besides taking all possible measures to safeguard life and health. He got plenty of help, of course. He had to make instant decisions and, in that time of peril, command instant obedience.

Few men have undergone such an experience and emerged without censure. Mayor Miller not only came out of the flood with the affection of all Louisvillians but his conduct in the emergency has become a part of an American saga.

This is partly because radio stood forth in that crisis as a great agency of public service. With other means of communication shut off or crippled, Miller used the air to make known Louisville's plight to the nation. "Send a boat" became a classic phrase of the ether, because along with the appeals of Miller and his helpers went over the air a constant description of the rescue work.

A Red-Tape Ripper

At the outset, in that emergency, Miller had his encounter with the Regular Army. What was most feared at the time was that adequate policing could not be provided for the darkened and distressed city. Regular troops were rushed quickly to Louisville. But, when they arrived, their officers declared they were without authority to order the troops to perform police duty because martial law had not been declared. Thus red tape—technicalities of the regulations—intervened.

Neville Miller, with conditions about him hourly growing more threatening, thought this was carrying legalistic quibbling too far. He said so in no uncertain language to an unbending brigadier who insisted that the regulations were inviolate. The general did not relent.

But Miller got through to Washington on one of the few telephone lines in operation. He did not bother about formalities but asked that Mr. Franklin D. Roosevelt be put on the line in person. It was no easy matter—even for a mayor—to get to talk directly to the Commander-in-Chief of the armed forces. But Miller insisted. He talked to Mr. Roosevelt, explaining the real situation to him and then to Malin Craig, chief of staff.

Next the Utilities

After that, there was no difficulty about the regulations. Gen. Craig became one of his most earnest co-workers, detailing himself to the flood problem and staying on the job night and day during the crisis that the army might give maximum help in many ways.

Miller's success in obtaining utility rate reductions in Louisville can be credited to his persistence and thoroughness. When he became Mayor in 1933—incidentally the first nominee of his party to be elected in 17 years—he studied the rates of both the Louisville Gas & Electric Co. and the Southern Bell Telephone Co., deciding they were getting too much for the service rendered.

What is more important, he studied the capital structures of the two corporations and made his decision, not only from the standpoint of justice to consumers but justice to the companies and their investors. He called in experts, con-

(*Continued on page 61*)

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[*] The author is Washington correspondent of the *Louisville Courier-Journal* and former president of the National Press Club and the Gridiron Club. He is an intimate friend of long standing of the proposed new president of NAB. He was asked by BROADCASTING to write this article in order to provide a rounded picture of Neville Miller, the man.

Clear Channel Issue to Dominate Hearing

Regionals to Launch Attack at FCC Sessions to Start June 6, But Clears Will Press Plea for 500 kw.

WHOLLY apart from the so-called superpower issue which headlines the allocation hearings to begin June 6 before the FCC, the question of preservation of clear channels will be injected into the proceedings with the likelihood it will become the paramount topic.

While superpower has been heralded as the dominant issue, it has become apparent that a vigorous assault upon clear channels for exclusive station operation will be launched mainly by the newly formed permanent National Association of Regional Broadcast Stations. The hearings, before the Superpower Committee of the FCC, will run from two weeks to a month.

Because of the fire leveled against superpower operation as such, little hope is held for immediate action by the FCC permitting Class 1-A stations to use 500,000 watts. Despite that, however, the Clear Channel Group, representing a dozen applicants for 500,000 watts, will present its case for amendment of proposed new rules so as to permit superpower operation in the future.

Case to Preside

The hearings have been called to consider proposed new rules and regulations and engineering standards which have been promulgated by the FCC. In general these rules are regarded as acceptable, except for the battle on superpower and consideration of clear channels. There are certain other proposed regulations which will be attacked by various groups but at this writing they do not appear serious.

Presiding at the hearings will be Commissioner Case, chairman of the Superpower Committee. Other members are Chairman McNinch, ex-officio; Craven, vice-chairman, and Payne. Procedure to be followed will be that of a "legislative hearing", which means that the strictest rules of evidence will not apply as in the case of judicial hearings but that witnesses will be sworn and testify on a "question-answer" basis with all respondents privileged to cross-examine.

Assistant General Counsel George Porter will be in charge of the FCC examination of witnesses. The chief FCC witness will be Andrew D. Ring, assistant chief engineer for broadcasting, who was instrumental in drafting the proposed new rules and regulations and engineering standards [BROADCASTING, May 15].

While the precise order of procedure has not yet been devised, it is expected the FCC first will introduce in evidence, through Mr. Ring and Chief Accountant William J. Norfleet, the mass of technical and economic data prepared for the hearings. Mr. Ring will offer in evidence the proposed new rules and the engineering standards, explaining their scope and implications, along with the results of a postcard survey of rural radio reception made a year ago and a technical coverage survey showing primary and secondary day and night coverage of stations, according to population, based on engineering standards.

Mr. Norfleet will offer in evidence the results of the three questionnaire surveys undertaken by the FCC in conjunction with the hearings — financial statistics of stations for 1937, employment figures and program breakdowns, all on an aggregate rather than individual station basis. Much of this information will be available for the first time. The financial statement is expected to show total investment in all stations, gross and net incomes for the industry as a whole and for station groups in various categories according to size, power, network affiliation and related data.

Actual allocation phases of the rules do not fall within the hearing scope per se since the Senate has not yet ratified the Havana Treaty. However, the hearings embrace reclassification of stations into six groups with some objections to be raised.

The treaty itself, which sets forth the reallotment of frequencies among the North American nations, is still pending before the Senate Foreign Relations Committee where it has reposed for the last fortnight. Chairman Pittman (D-Nev.) declared May 25 he had asked several members of the committee, including Senator White (R-Me.), to analyze the treaty. Favorable action is expected in early June. There is no known opposition to it. Despite anticipated adjournment of Congress in June, it was stated in Congressional circles that expeditious action could be taken; that the fact that the treaty is not yet out of committee does not mean that all hope for ratification is lost.

WLW Hearing Next

Assuming ratification at this session, it is the plan of the Commission to proceed with the June 6 hearings without regard to the changes in allocations prescribed in the pact. After the new rules, in amended form, are promulgated, the FCC can order the proposed shifts in station assignments. Stations aggrieved over such shifts then would be in the position of demanding formal hearings before the FCC, with each case considered on its individual merit.

Immediately following the hearings on the proposed new rules the FCC committee will begin hearings on the application of WLW for renewal of its experimental authorization to operate with 500,000 watts power. Best estimates are that the hearings on the rules will run from two to three weeks, with the WLW hearing itself running perhaps a week. The dozen pending applications for 500,000 watts power from individual clear channel stations are not designated for hearing at this time but have been postponed indefinitely. Thus the superpower-clear channel issue will crop up first during consideration of the rules. Then, of course, the superpower question will be fought out on economic grounds as well as on the engineering phase in the WLW proceeding. WHO, Des Moines, which has filed an application for experimental authorization to use 500,000 watts (whereas the other applicants sought regular authority) has withdrawn that request, thus eliminating it from that portion of the hearing.

In addition to the superpower-clear channel outburst, it is anticipated that opposition will develop to the provision of the new rules requiring local ownership of local stations or those in the Class IV (250-watts) category. NAB President Mark Ethridge, for example, is expected to question that provision as discriminatory since it would apply only to one class of station.

Objections to Rules

It is a foregone conclusion the rule proposing that the Commission may "require" cultural programs will be fought as discriminatory, tending toward censorship, and wholly outside the Commission's sphere of authority. No serious difficulties are expected because it is felt the FCC will be willing to alter these provisions to remove any doubt.

How far the industry will go in opposing the proposed new experimental rule which would prevent commercial operation with the additional experimental facilities, is not yet established. Some clarification of the rule will be sought, and the NAB will seek its elimination altogether.

At least five separate forays having to do with classification of stations in the Class I-A (entirely clear) or Class I-B (duplicated) channels, are in prospect. Under the proposed rules, channels occupied by such stations as WCAU, WOR and KPO are earmarked for class I-B or duplicated operation. WOR, for example, has KIRO, Seattle, operating full time on its wave, while KPO has WPTF, Raleigh, operating on its channel. WCAU, on the other hand, does not have a night-time station on its wave at this time but is slated for I-B operation. All three of the stations have served notice of intent to seek I-A status. These controversies grow out of the fact

(*Continued on Page 52*)

Pleas to Participate in FCC Hearings Filed by 110 Stations and Other Groups

WHEN the FCC deadline on appearances for the June 6 "allocations" hearings closed May 25, a total of 110 stations—aside from the NAB, Clear Channel Group, National Association of Regional Broadcast Stations, and National Independent Broadcasters — had filed individual appearances asking to participate in the proceedings.

In addition the American Civil Liberties Union through Sol M. Alpher, attorney, had filed an appearance as had S. Howard Evans, secretary of the National Committee on Education by Radio, and Attorney General John K. Claxton, of Montana. The latter two, however, had not filed formal appearances, having made their requests by telegram, and their pleadings must be perfected legally before their appearance is permitted.

Organizations First

The order of appearance and agenda for the hearings have not yet been prepared. It was considered likely, however, that the Commission after hearing testimony of FCC officials first, will then hear the various organizations such as NAB, to be represented by Mark Ethridge, president, and John V. L. Hogan, chairman of the engineering committee; the Civil Liberties Union; other non-operating organizations, and the special station groups such as the clear, regional and local groups. Afterward, it is presumed, individual stations which filed appearances may be heard, perhaps in the order of the filing of their notices.

NBC filed a blanket appearance as a network and for its stations through A. L. Ashby, vice president and general counsel, and Philip J. Hennessey, Washington attorney. CBS filed appearances for its nine owned, operated and leased stations through Paul A. Porter, Washington counsel. Don Lee Network filed an appearance through Horace L. Lohnes.

Appearances for substantial lists of stations, representing the bulk of their clientele, were filed by a number of Washington attorneys.

In addition to the order of appearances, the FCC also proposes to make public, in advance of the hearings, a statement as to the precise procedure to be followed. Hearings will be in the main auditorium of the Interstate Commerce Commission, adjoining the Postoffice Bldg., and the hearing days are expected to run from 10 a. m. to 4 p. m. Mondays through Fridays.

AFA to Consider Broadcast Selling

Radio Departmentals Will Be Among Detroit Features

UNDER the chairmanship of Craig Lawrence, commercial manager of the Iowa Broadcasting System and recently named chairman of the NAB Sales Managers Committee, radio will figure prominently in the proceedings of the annual convention of the Advertising Federation of America in Detroit June 12-15.

At open meetings June 14 the Sales Managers Committee will conduct two separate departmentals to which all AFA delegates have been invited, along with broadcast station executives. Invitations to address the sessions already have been accepted by Edgar Kobak, vice-president of Lord & Thomas, former vice-president of NBC and one of the moving spirits of AFA; Dr. Herman S. Hettinger, radio economist and faculty member of the University of Pennsylvania, and Charles C. Hicks, sales promotion manager of WXYZ, Detroit, and the Michigan Network.

Broadcast Selling

Mr. Kobak plans to compare the American system of radio with tax-supported systems in other nations and to discuss the competitive side of radio selling. Dr. Hettinger has chosen as his subject radio sales and service. Mr. Hicks will tell the "Inside Story of the *Lone Ranger*", successful radio serial conceived at WXYZ.

On the following day, according to Mr. Lawrence, the sales managers will hold a closed session for a forum discussion, with the principal topic "Ideas That Are Selling Radio Today".

Mr. Lawrence was named chairman of the NAB committee last month upon resignation of Lew Avery, sales manager of WGR-WKBW.

General Session Speakers

Speakers at the general sessions of the convention include: Roy S. Durstine, president, BBDO, who will discuss "Future Trends of Showmanship in Advertising"; Edward M. McGrady, director of labor relations for RCA, speaking on "Labor, Industry and the Public"; Thurman Arnold, assistant Attorney General, who will tell the delegates "What Makes a Monopoly"; Mrs. Bert W. Hendrickson, leader in consumer movements, describing "Mrs. Consumer in the World of Tomorrow"; Alexander Dow, president, Detroit Edison Co., talking on "Value in Public Utility Advertising", and a symposium on "The Common Road to Progress". William J. Cameron, spokesman for the Ford Motor Co., will address the Newspaper Advertising Executives Association at its Tuesday luncheon. Plans call for the broadcasting of many of these addresses.

A. M. Dantzer, WXYZ, is co-chairman of the convention's transportation committee, and Ruth F. Crane, WJR, is chairman of the committee on decorations. A number of local and national radio luminaries will entertain at the banquet on Monday evening, following which Tommy Dorsey and his orchestra will play for dancing.

WESTERN STYLE hats, presented by Amon Carter, owner of KGKO and publisher of the *Fort Worth Star-Telegram*, were in evidence at KGKO's dedication May 18. Among the wearers were (left to right) William S. Hedges, NBC station relations vice-president; Mr. Carter; Lenox R. Lohr, NBC president; Niles Trammell, NBC Chicago vice-president. KGKO, recently moved from Wichita Falls, becomes an outlet of both Red and Blue networks. Yippee!

Prominent Radio and Advertising Folk Join Big Dedication Program of KGKO

SEVENTY-FOUR Southwestern station managers; 50 agency representatives; Lenox R. Lohr, president of NBC, and Niles Trammel and William S. Hedges, NBC vice-presidents, attended the new KGKO's formal dedication and the attendant festivities in Fort Worth May 18. The guests included 250 radio officials and newspaper men.

Following a two-hour program that played to a capacity audience in Fort Worth's Municipal Auditorium the visitors were guests at Amon G. Carter's Shady Oak Farm.

Mr. Lohr, as principal speaker, praised KGKO as "the last word in technical development". He said: "Listeners will get a fine, clean, clear signal and it will adequately serve both Fort Worth and Dallas as well as a vast area in the Southwest. Too, this area now will receive both of NBC's services, the Red and Blue, giving the listener selective listening."

Amon G. Carter, owner of KGKO; Harold V. Hough, general manager, and Darrold A. Kahn, business manager, were hosts to the visiting throng.

A half-hour portion of the dedicatory program was piped to a coast-to-coast NBC network. Carter and Lohr spoke briefly during this part of the broadcast. Easily the biggest air show ever staged in the Southwest was the two-hour dedicatory broadcast handled by Sylvester Gross, KGKO's production manager.

KGKO, which went on the air from its new location on May 1, having moved from Wichita Falls, carries NBC Red and Blue. The transmitter is located midway between Fort Worth and Dallas. Studios and offices occupy the entire top floor of Medical Arts Bldg. in Fort Worth.

The station's move to Fort Worth from Wichita Falls has been publicized with a 25,000-line campaign in the *Fort Worth Star-Telegram*, the Dallas newspapers and 25 other dailies and weeklies in Texas and Oklahoma.

DUST IN TEETH
WOR Claims Dirty Fangs Secrete Swing

WHEN a man turned up at the transmitter of WOR the other day and told engineers that WOR programs kept going on inside his head every night after he had turned off his radio, the engineers looked at him from the corners of their eyes, began to edge him toward the door. It turned out that the man worked in a machine shop which specialized in grinding knives, that carborundum dust from the grinding wheels had lodged in the gold fillings of his teeth.

Explanation: When he snapped off his bed lamp the partial radio short circuit was removed and the bed frame became an antenna. As his jaw relaxed upon falling half-asleep, his mouth acted as a crystal detector. Solution: New tooth brush to keep the carborundum dust away from his gold fillings.

KGKO New York Rep

PURSUING an announced policy of branch office representation, KGKO, Fort Worth, announces that it has opened its own New York office at 650 Fifth Ave., with John I. Prosser as eastern sales manager. Mr. Prosser formerly was with N. W. Ayer & Son and with WLW, Cincinnati.

New Salmon Drive

THE third in a series of extensive advertising campaigns on behalf of the Canned Salmon Industry of Seattle, was launched recently in 70 markets in which radio programs and spot announcements are playing a major part. The present campaign supplements the early spring and Lenten season drives in which practically all media were used. The new drive started May 19 and is scheduled to continue to early summer. Copy is being used on participating programs and spot announcements in more than 35 key markets. In addition 63 newspapers in 48 cities and a number of magazines are carrying large space copy and outdoor posters are used in 23 markets. The campaign may be curtailed due to labor troubles in the Northwest between the Alaska Packers Assn. and the CIO Alaska Cannery Workers Union. The dispute is a severe threat to this year's salmon canning season. Account is handled by J. Walter Thompson Co., San Francisco.

Elliott Roosevelt May Lease WRR

Negotiates With Dallas for the Management of City Station

A MANAGEMENT contract for the operation of WRR, Dallas municially-owned station, may be procured by Elliott Roosevelt, second son of the President and president of Hearst Radio Inc., who would conduct the station as a separate enterprise. Conversations to that end have been going on for several weeks and an agreement may be reached shortly.

Mr. Roosevelt, in addition to his presidency of Heart Radio, is directing the operations of KFJZ, Fort Worth, recently purchased by his wife, Ruth Googins Roosevelt. The Roosevelts make their home on a ranch near Fort Worth.

Same Deal as Thornwald's

If the negotiations with the City of Dallas are completed, Mr. Roosevelt will take over the station under a probable five-year contract. In that capacity he would replace John Thorwald, of Dallas, who has operated the station commercially under a similar arrangement for some years. The municipality would retain the license and ownership of the station and the arrangement would be that the city pay for the transmitter and technical maintenance while the operator defrays the cost and maintenance of studios and programs. The city and the operator then would share net profits, as they do under the expiring Thorwald contract.

If the arrangement is consummated, it is expected Mr. Roosevelt will tie KFJZ and WRR into an inter-city network, possibly adding other stations in Texas at some future time.

An application shortly will be filed for KFJZ for assignment to the 930 kc. regional channel with 500 watts power full time. The station now operates on 1370 kc., with 250 watts local sunset and 100 watts night.

Waring for Grove

GROVE LABORATORIES, St. Louis (Bromo-Quinine), has signed Fred Waring and his orchestra for a weekly half-hour show, Saturdays, 8:30-9 p. m., with repeat at midnight, to start on an NBC-Red network Oct. 8. The company sponsored Gen. Hugh S. Johnson on the Blue during the past winter. Stack-Goble Adv. Agency, New York, is in charge.

Woodbury Replaces

JOHN H. WOODBURY Co., Cincinnati, sponsoring *Hollywood Playhouse* on NBC-Blue network, on July 3 replaces the show for the summer with *Win Your Lady*, starring Jim Ameche. The program, originating in Chicago, will run for 13 weeks. Agency is Lennen & Mitchell, New York.

Bulova List Now 148

BULOVA WATCH Co., New York, has added WBZ-WBZA, Boston; KPO, San Francisco, and KZRM and KZEG, Manila, bringing the list of stations carrying its time signals and announcements to 148. Agency is the Biow Co., New York.

When the Marines Tell About 7-Up

Tie-ins Aiding Drama in Development of Pacific Sales

By GRACE GLASSER

President, Glasser Advertising Agency, Los Angeles, California

7-UP is a highly carbonated, bottled beverage that is widely sold and advertised throughout the United States. Formula, syrup, degree of carbonation, machinery and basic merchandising for 7-Up are identical in all territories, as is its primary advertising—the extensive use of point of purchase material.

The 7-Up Bottling Co. of Los Angeles, in a short three and one-half years has become one of the largest and most successful plants of its kind. Radio is the reason why. Starting the very first year with an inexpensive transcribed rerun of a popular strip show on a low cost station, Don Washburne, president and general manager of the 7-Up Bottling Co. of Los Angeles, has yearly increased his radio activities. The firm is sponsoring a live talent half-hour Sunday night dramatic feature on 3 Mutual-Don Lee network stations (KHJ, KFXM, KPMC), titled *The Marines Tell it to You*. The series started Nov. 15, 1937.

Wins Public Favor

In its first 13-week period on the air, without contests, prizes, give-aways or ballyhoo, the program became a favorite in the Los Angeles territory with Monday night listeners from 7 to 7:30 p. m. (PST), even topping two leading coast-to-coasters of long standing. This was according to telephone surveys made during that period.

Without any special promotion or supporting newspaper advertising, the series consistently made the "best bet" columns and received much publicity in the radio sections of the daily publications of southern California. Voluntarily, many high and junior high schools in Los Angeles county put the program on their current events lists to be studied and reported on each week.

The Marine base at San Diego, and the Pacific Coast headquarters of the Marine Corps in San Francisco were quick to acclaim this show as not just another layman's idea of what our most colorful soldiery is like, but as the "real thing." When this production was first conceived in our agency about a year ago, we determined that it must be authentic in every detail and must transmit to the listener that ring of authenticity, that thrill of having encountered first hand the splendid ideals of courage, sacrifice and service that we like to call Americanism.

To this end we engaged the services of Captain Charles D. Bayliss, a Marine of 32 years service, as technical advisor and collaborator on the stories taken from the Marine files. Hence, the smallest details of equipment, slang, commands and voice-type are authentic. The writer of the series, a member of our own staff, Julian E. Steyskal, is a lieutenant in the U. S. Marine Reserve Corps and well versed in his subject. Clinton Jones, well known on the Pacific Coast for his production ability, was chosen to produce the show.

Timely Program Subject

We were fortunate in launching *The Marines Tell It To You* at this time. A more topical, timely subject for a radio program could not be imagined, as subtly woven into the thread of the stories is a theme of the desirability of adequate defense as a preventive measure, the horror and futility of war. As a result, unsolicited mail pours in each week from Marines; Army men, both officers and privates; American Legion posts, schools, colleges, educators, civic and public officials, and from private individuals alike, who praise the program.

The sponsor has yet to receive an adverse criticism. Letters have been received from high government and military officials and from the White House, too.

Capitalizing on the popularity of the program, 7-Up Bottling Co. of Los Angeles ties-in its window and counter display material with the series. Display space on its delivery trucks is also utilized. Perhaps the most pertinent fact of all is that on a "carry home" carton of six bottles of 7-Up, advertised consistently on the program and in no other way, January 1938 business showed a 700% increase over that of January 1937. The proof of the pudding is in results. The 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

As a result of tremendous interest and general timeliness to America at large, the broadcast time has been changed to Sundays, 6 to 6:30 p. m. (PST), for transcontinental release on Mutual.

TAKE a woman and some Marines and pour out a few thousand gallons of 7-Up soft drink and you have the formula of a show that keeps West Coast listeners on the edge of their chairs. Grace Glasser, president of Glasser Advertising Agency, Los Angeles, reversed the old catch line and devised a program called *The Marines Tell It to You*. At a time when peaceful folk have war jitters, the factual story of the Marines has interested the public so much that Mutual now has the show coast-to-coast. The local 7-Up Bottling Co., sponsor of the show, reports sales of its carry-home cartons up 700% over last year!

She Told the Marines

GRACE GLASSER

La Choy Tests Radio

LA CHOY Food Products Inc., Los Angeles (canned prepared Chinese foods), has appointed Glasser Adv. Agency, that city, to direct its advertising, and on June 6 will start a 13-week test campaign on KNX, Hollywood, using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs. This is the sponsor's first use of radio.

W. C. Swartley Becomes Manager of WOWO-WGL

Mr. Swartley

W. C. SWARTLEY, former administrative assistant to the president of Westinghouse in Pittsburgh, has been named manager of WOWO - WGL, Westinghouse stations in Fort Wayne, Ind. W. Ward Dorrell, former WOWO-WGL manager, who has been devoting considerable time to the sales activities of the stations, has been named sales manager.

Mr. Swartley, a native of North Wales, Pa., was graduated from Cornell U. in 1930 with a degree in mechanical engineering. From the industrial relations department of Westinghouse he was moved to the group insurance department, then to the president's office where he was closely identified with the management of KDKA, Pittsburgh. He is a member of the Pittsburgh Personnel Assn., Chamber of Commerce and a first lieutenant in the ordinance reserves.

New Benrus Watch

BENRUS WATCH Co., New York, starting a campaign for its new "Ful-Vue" watch for men, will use its present schedule of spot and station-break announcements on 20 stations to promote the new product. Agency is Brown & Tarcher, New York.

KOCY, Oklahoma City, Names Bonebrake Head, Moves to New Studies

Mr. Bonebrake

COINCIDENT with the change in call of KFXR, Oklahoma City, to KOCY, announcement was made of the appointment of Matthew H. Bonebrake, commercial manager of WKY, as manager of the 100-watt outlet. The station has moved to Plaza Court Bldg., occupying studios formerly housing WKY, Oklahoma City.

KOCY is owned by the Plaza Court Broadcasting Co., of which John B. Thomas is president, Charles E. Johnson, vice-president, and M. S. McEldowney, secretary-treasurer. All three are prominent business and civic leaders in Oklahoma City and are financially interested in the Plaza Court Bldg., in which the studios are located.

The station will operate as an independent. With Mr. Bonebrake's assumption of the management, a complete new engineering programming, announcing and business staff was employed. All contracts and programs of the previous management were discontinued. Studios are modern and accoustically treated throughout. There are two large studios, an audience reception room, a glassed-in control room, and a suite of four executive offices. Engineering surveys are under way for selection of a new transmitter site. As soon as the site is located and approved, a new transmitter and antenna system will be constructed.

Plug Kendrick Is Named KXBY General Manager

D. E. (Plug) KENDRICK, former manager and part owner of WIRE, Indianapolis, on May 21 was appointed vice-president and general manager of KXBY, Kansas City, operated by First National Television Inc. His appointment was made by the board of the organization, which also operates a radio school. Chief stockholders in the corporation are Sam Pickard, retired CBS vice-president, and Leslie Herman, New York broker.

Following the resignation of Sidney Q. Noel as general manager of the school and station, it was announced that Richard K. Phelps, brother-in-law of Mr. Pickard and an assistant district attorney of Kansas City, would be general manager. Later it was stated that C. E. Salzer, chief engineer, would manage the station. Mr. Kendrick's selection comes close on the heels of an FCC examiner's report favoring his application for a new local station in Louisville [BROADCASTING, May 15].

Canners Start News

CRANBERRY CANNERS Inc., S. Hanson, Mass. (sauces and cocktails), has started a 15-minute news review of local events titled *Voice of New England*, featuring John Stanley, commentator. The five-weekly series is broadcast on WNAC, Boston; WTAG, Worcester; WMAS, Springfield; WLLH, Lowell-Lawrence; WSAR, Fall River; WNBH, New Bedford.

XUM

House Rules Committee to Call FCC Members for Questioning

Chairman O'Connor Says Commissioners Will Be Asked to Answer Charges Made by House Trio

By WALTER BROWN

AFTER the House Rules Committee on May 26 heard three Representatives — W. D. McFarlane (D-Tex.), Lawrence J. Connery (D-Mass.) and Richard B. Wigglesworth (R-Mass.) — give their reasons for asking a Congressional investigation of the FCC and the broadcasting industry, Chairman John J. O'Connor (D-N. Y.) abruptly announced he would call members of the FCC before the Committee for questioning regarding the charges.

This unexpected turn in the demand on Capitol Hill for a radio investigation took most members of the Rules Committee by surprise, and some confusion followed Chairman O'Connor's announcement. As a general practice the Rules Committee only hears members of Congress, but there have been instances where officials of the Government have been called in connection with a proposed investigation of their particular agency.

In the Senate a hearing on a resolution proposing an investigation often becomes an investigation itself. While Mr. O'Connor gave no indication that this is what he had in mind regarding the six resolutions before his Committee asking for a probe of radio, his decision to call members of the FCC may be significant.

Monopoly Charge

Rep. Byron B. Harlan (D-O.), a member of the Committee, said it was his understanding that the charges made by the House members in support of their resolutions would be submitted to the FCC for whatever comment the commissioners desired to make.

Chairman O'Connor, however, told **Broadcasting** after the Committee met that he intended to "request" the FCC to be represented at the next meeting of the Committee, which is expected to be held shortly after Memorial Day. The "request" will go to Chairman McNinch.

Rep. E. E. Cox (D-Ga.) declared May 27 the Rules Committee, of which he is a member, would meet on May 31 in executive session and probably would decide upon procedure in connection with appearance of FCC members. He said there was no known opposition to such a course.

Despite the attention which Chairman O'Connor is having his Committee devote to the proposals for a radio investigation, and his latest action in announcing he would call members of the FCC to discuss the charges made by the three House members, no great amount of sentiment has developed among individual members of the Committee.

Rep. Bayard Clark (D-N. C.) said he had found no general demand for an investigation and reiterated his opinion that his colleagues on the Rules Committee would not approve any of the resolutions.

In calling members of the Commission before the Committee, Chairman O'Connor may desire to conduct a "baby investigation" of his own. This he can no doubt do without any interference from members of the Committee. Many believe this will be the extent of any investigation by either body at this session.

By next Congress the FCC is expected to have ready for submission some definite legislative recommendations, covering many of the subjects about which there have been complaints. These proposals will be submitted to the regular committees of Congress handling radio legislation, and hearings will be held. In connection with these FCC recommendations, the Senate and House Interstate Commerce Committees will unquestionably make a thorough and complete investigation or study of the whole radio picture.

The statements made by McFarlane, Connery and Wigglesworth followed the general tenor of their various speeches on the House floor asking an investigation. McFarlane continued the testimony he began at the opening meeting of the Committee May 12, dwelling on his charge that an "air-tight monopoly" exists in the communications field "which controls the moulding of public opinion in this country and cannot and will not be broken up unless your committee approves investigation resolutions which will permit the exposure of these known existing evils so that the people of this country may know the truth." The Texan cited the 1932 consent decree on patents as the beginning of the monopoly. He broadened his charge that members of Congress were a party to the "corruption" in connection with this decree to include those holding judicial offices. He gave no names.

Rep. Connery listed five reasons why the Committee should order an investigation:

"1. Proven inefficiency of the Commission to protect the public.

"2. Existence of a dangerous radio monopoly which has been promoted and protected by some members of the Commission.

"3. The broadcasting of indecent, profane and obnoxious radio programs, with little or no action on the part of the Commission.

"4. Broadcasters challenging the honesty of election officials, such as alleging that votes of the members of a legislative body can be bought for $100,000 down to a pound of tea without any action on the part of the Commission.

"5. No apparent effort on the part of the Commission to insure the carrying out of the Communications Act wherein licensees hold and secure renewal of licenses only when public interest, convenience or necessity is served."

List of Questions

In response to questions by Committee members, Mr. Connery said the 40 clear channels were held by the "alleged monopoly" and if the Government should decide to build a Government-owned station, as proposed by bills pending in Congress, there would be no clear channel on which it could operate.

Rep. Wigglesworth charged there had been a wholesale "traffic in licenses" for radio stations and he thought this alone justified a Congressional investigation.

It was during Mr. Wigglesworth's testimony that Chairman O'Connor announced the hearings on the resolutions would be continued, and that at the next meeting he would ask members of the FCC to be present. He suggested that Wigglesworth prepare a list of questions to be propounded to the FCC representatives when they appeared.

While the agitation for an investigation was gaining some headway on the House side, the proposal in the Senate for a similar inquiry was dormant. Senator White (R-Me.) said he had no plans to ask that his resolution be acted on at this session and had not decided if he would even make a speech on it.

There has been only one call of the calendar since the Audit and Control Committee reported the White Resolution without recommendation and Senator William King (D-Utah) objected to consideration. On a calendar call any one Senator can block consideration of a bill or resolution.

Orphan Annie's Hookup

WANDER Co., Chicago (Ovaltine), for the first time will be on the air in the summer, using a special seven-station network starting June 27. *Little Orphan Annie* will be originated at WGN, Chicago, and piped to six NBC stations—WEAF, New York; WNAC, Boston; KYW, Philadelphia; WCAE, Pittsburgh; WGY, Schenectady; WBEN, Buffalo. Blackett-Sample-Hummert, Chicago, is the agency.

'American Radio Audience Inc.' Formed To Combat Alleged Evils in Radio

HEADED by James P. Kiernan, onetime radio time broker and former commercial manager of the Paulist station WLWL (now WBIL, New York), "American Radio Audience Inc." is operating in the radio field with its primary energies apparently directed against the established order in broadcasting.

Five members are listed on its board, with Mr. Kiernan as executive secretary. Others include Paul Bailey, identified with the *Suffolk* (L. I.) *Every Week*, and close associate of FCC Commissioner Payne; Rev. Edward Lodge Curran, head of the International Truth Society and editor of the *Catholic Light*; Clare G. Fennerty, former member of Congress and former Assistant District Attorney of Philadelphia, and John K. Cloud, publisher of the *Cranford* (N. J.) *Citizen & Chronicle*, a weekly.

Mr. Kiernan was commercial manager of WLWL until its sale last year to Arde Bulova, watch manufacturer. He was active in the negotiations leading to the transaction which at that time culminated a three-year feud over WLWL's quest for full time.

Mr. Bailey was listed as chairman of the "board of directors" of the "Committee for the Protection of the Public in Communications," created last year and now apparently defunct. It issued several publicity blasts immediately after its organization, and Mr. Bailey sent a letter and editorial to all members of Congress attacking Rep. Wadsworth (D-N. Y.) for objecting to the inclusion of one of Payne's speeches in the *Congressional Record*.

Among the aims of the new organization expressed in its prospectus are "to combat this radio monopoly [of the networks]; to eliminate from the air all propaganda programs that constitute a threat to American ideals and democracy; to curb all obnoxious, indecent and profane broadcasts; to work in legitimate and lawful ways so that all organizations of a social, economic, agricultural, educational and religious nature shall have proper and adequate facilities in radio allocated to them; to place the non-commercial use of American radio facilities on the same basis as their commercial use by conducting campaigns of education by literature, lectures and broadcasts."

Mr. Kiernan described the organization as "a non-profit making, non-political and non-sectarian organization." He said it is opposed to government ownership of radio and favors the present commercial system provided the control of the "radio trust" can be broken. Actual work probably will not get under way until fall, according to its executive secretary, with the summer months devoted to building membership. Many individuals will be invited to join in a "nationwide appeal to individual members of Congress for the purpose of not only attaining the particular objectives for which the organization was founded, but also to pass legislation, if necessary, to enforce and strengthen the rules and regulations of the FCC."

More Corn-Kix Discs

GENERAL MILLS, Minneapolis, for Corn-Kix, on June 6 will add seven stations for *Those Happy Gilmans*, quarter-hour five-weekly discs now carried on KMOX and WRVA. New stations are KTUL, WWJ, KANS, KYRA, WKY, WTAM, WHO. The show may go network next year. Backett-Sample-Hummert, Chicago, is agency.

A Man Waited in the Belfry

ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

"Grandfather: They've signed the Declaration of Independence! Ring the bell!"

Tears came to the old man's eyes. *This was the moment*. Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell "*in the public interest, convenience and necessity*."

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might *hear* what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting, all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully. . . .

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster's obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners' ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen. That is the American way.

Here, a man waits in the belfry . . . "in the public interest, convenience and necessity."

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

WSM
The Air Castle of the South
50,000 WATTS
E. W. CRAIG, *Vice-President in Charge of Radio* • • • • HARRY STONE, *General Manager*
OWNED AND OPERATED BY
The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

Novel Ceremonies Mark Opening of KYW's New Plant

$600,000 Building Is Placed In Service at May 21 Fete

FOLLOWING a week of whirlwind activity, KYW, Philadelphia, officially dedicated its new $600,000 building May 21, with a special network program and a buffet-dansant at the Ritz-Carlton Hotel.

To this event and to many events preceding May 21, hundreds of prominent people in radio and related fields came from such points as Cleveland, New York, Baltimore and Washington. Ceremonies and special programs were tied in with the dedication of a huge statue of Ben Franklin at the Franklin Memorial Bldg. Suspended from a cable stretched from the roof of KYW to the building on the other side of the street was an exact replica of Ben Franklin's kite with an enormous key flashing an intermittent electric light signal.

Doors to the building were officially opened May 19 by ex-Senator George Wharton Pepper with a gold key flown to KGU, Honolulu, the farthest NBC station, for an inscription in the Hawaiian language and returned to KYW in record time.

Participating in the door-opening exercises were Leslie Joy, station manager; Alfred H. Morton, manager of NBC operated stations; Lee B. Wailes, his assistants; Clarence Chamberlin, aviator; Postmaster Joseph Gallagher, of Philadelphia; Clayland T. Morgan, NBC director of public relations; Wayne Randall, NBC director of publicity; Thomas H. Huff, designer of the first air mail plane, and many others. Planes from the Philadelphia Navy Yard flew overhead and carried on a two-way conversation during this same program.

Notables Attend

On May 20 KYW entertained more than 1,500 advertising and agency men with a specially conducted tour through the new building and a cocktail party. Attending were representatives from most of the agencies doing radio business. Chief hosts were Messrs. Morton, Joy, Jack Hammann, sales manager of KYW; Lambert Beeuwkes, sales promotion; Jim Begley, program manager; Joseph Proulx, auditor; and Phil Kirby, of NBC sales promotion.

Among company officials who attended the events were Vernon Pribble, director of WTAM; Walter Logan, Tom Manning, Hal Metzger and Russell Carter, also of WTAM; John Dodge and Ben Baylor of WRC-WMAL, Washington; Kolin Hager, WGY.

Among NBC officials were Vice-Presidents O. B. Hanson, William S. Hedges, A. L. Ashby; Charles Phelps of sales; E. P. H. James, sales promotion manager; Frank Black, general music director; William Hillpot, NBC Artists' Service; Vance Babb, manager of press division, Jack Miles, writer; George McElrath, engineering, and Phil Kirby, of sales promotion.

At the conclusion of the broadcast from the Ritz Carlton Hotel May 21, William A. Carr, president of the Betsy Ross Memorial Assn., presented an American flag to KYW which was accepted on behalf of the station by Mr. Morton.

Besides Ernest Gager, KYW plant manager, the following Westinghouse officials participated in the dedicatory exercises; Walter Evans, manager of radio broadcasting; S. D. Gregory, assistant manager; Ralph Kelly, vice-president, and Arthur Goodnow, designer of KYW's broadcasting equipment.

Technicians and engineers from Westinghouse, RCA and NBC contributed in the engineering setup. Executive offices in the building have a tuning dial with access to 18 circuits. Many studio doors have vestibules serving as sound locks, with self-closing doors. Indirect lighting is used throughout and Westinghouse air-conditioning equipment has been installed. Control circuits can handle output of seven studios as well as incoming programs, and can accommodate six outgoing programs at once.

Catching Dealers

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), is awarding a case of Guest Ivory to members of the Oklahoma City baseball team hitting homers. Games are broadcast over KTOK. The local grocer whose phone call is first received by the station after the announcement of the award over the air, and who has an acceptable display in his store, is the one selected to give the ball player his case of Guest Ivory. Procter & Gamble remits the full retail price to the grocer so a normal profit is made. This creates an incentive for grocers to listen to the game and to merchandise the broadcasts with displays in their stores.

OPENING of KYW's $600,000 plant in a building devoted only to station activities was marked by elaborate ceremonies on May 21. Archives of the station were deposited in a bank vault, not to be opened until May, 2038. Here Leslie W. Joy (at vault), KYW general manager, is receiving copy of the *Public Ledger* from George Opp (second from left), radio editor. Others (l to r) are Bob Thatcher, NBC engineer who supervised construction; James Begley, manager; Jack Hammann, sales manager; Alfred W. Morton, manager of NBC-operated stations.

Express Agency Spots

RAILWAY EXPRESS AGENCY, New York, the end of June will start a 26-week campaign of spot announcements on 44 stations. One-minute or 100-word announcements will be heard three to six times a week in evening hours. Agency is Caples Co., New York.

AGRAP Votes to Retain Its Independent Status

BY A MORE than two-thirds majority of its 28 chapters the American Guild of Radio Actors and Producers has voted to remain independent and not to affiliate with either the American Federation of Radio Artists, AFL talent union, or the American Communications Association, CIO union covering all broadcasting employes. Ballots on the three-way choice had been distributed to members of all chapters of AGRAP early in the spring, each chapter collecting the votes of its membership and returning them to national headquarters in New York, where they were opened by the executive board on May 23.

Roy S. Langham, founder and president of the organization, told BROADCASTING that organizing activities, which had been held in abeyance during the balloting, will be resumed immediately. Negotiations will be started shortly for a new contract at WJSV, Washington, the present contract expiring July 1. AGRAP will also resume its efforts to secure a new contract for its members at WMCA, New York, who are still working under the terms of the former contract which expired in January.

KSAM are the call letters assigned for the new local station in Huntsville, Tex., authorized May 12 by the FCC [BROADCASTING, May 15].

Stations in Bend, Savannah Granted

FCC Denies Grants to Fresno And Evanston Applicants

NEW local stations in Savannah, Ga., and Ben, Ore., were authorized by the FCC in decisions rendered during the first two weeks in May. At the same time the Commission denied applications for new stations in Evanston, Ill., and Fresno, Cal.

In Savannah, the FCC on May 25 authorized Arthur Lucas, operator of a chain of 41 theaters in Georgia and one-third owner of WRDW, Augusta, Ga., to erect a new 100-watt outlet on 1310 kc., using 100 watts power. The grant was made effective June 4.

In Bend, the FCC on May 18 authorized the owners of the *Bend Bulletin*, a daily newspaper, to erect a new 100-watt night and 250-watt day outlet on 1310 kc., upholding its examiner's recommendation and ordering the grant effective May 28. A competitive application for similar facilities in the same community by Elwood Warwick Lippincott was denied. The new Bend station will bear the call letters KBND.

Denied also were the applications of Evanston Broadcasting Co. for a new 250-watt daytime outlet on 1020 kc. in Evanston, Ill., and of Charles S. Osborn Jr., for a new 500-watt station on 1440 kc. in Fresno, Cal. Partners in the Evanston application were Thomas F. Airth, local office supply merchant; Wythe Walker and Rex Schepp, salesmen of WBBM, Chicago.

In the Fresno decision it was held that Fresno is not in need of additional facilities. Mr. Osborn, son of the former Governor of Michigan, was formerly a newspaper publisher in Fresno. His application was heard jointly with that of KRE, Berkeley, Cal. local, which asked for a shift to the 1440 kc. channel with 500 watts night and 1,000 watts day. The KRE application was also denied.

Kellogg's Serial List

KELLOGG Co., Battle Creek, Mich. (corn flakes), which started *Howie Wing*, aviation serial, on transcriptions early in the spring on 14 stations, is now running the program twice weekly on 54 stations and may expand further. Agency is N. W. Ayer & Son, Detroit. Stations are: KHJ KGB KDB KFXM KPMC KVOE KXO KFRC KQW KGDM KDON KIEM KFBK KRNR KALE KSLM KORE KMO KIT KPQ KVOS KXRO KOL KGY KELA KGA KGGM KGHL KIDO KGIR KPFA KTSM KMJ KFBB KGVO KTAR KOH KFBK KVOA KUJ KOA KSL WELL CFRB CFCO CJRC CJRM CFCN CBO CFCF CJOR CJCA CHSJ CHNS.

Gulf, Union Agree

GULF OIL Corp., Pittsburgh (petroleum products), which replaces Phil Baker with a new CBS show headed by John Nesbitt, commentator, on July 3, has agreed to permit the latter to finish his 13-week contract with Union Oil Co. Los Angeles, on the present NBC *Passing Parade* series. The Gulf series also will be titled *Passing Parade*. Young & Rubicam is the Gulf agency; Lord & Thomas handles Union.

Bills for Government Stations Wither From Lack of Support

Congress Buries Propaganda Plans as They Meet Heavy Fire From Opponents at Hearings

By LEWIE V. GILPIN

UNDER a barrage of industry fire opposing entry of the Government in the broadcasting business, legislation proposing Government stations to combat "European propaganda influences" in South America has collided with a Congressional impasse, with no chance of action at this session.

Lack of evidence that a Government station is needed, despite efforts of Congressional proponents to jam through legislation, has resulted in the shelving of both the Celler Bill for such a station in Washington and the Chavez-McAdoo Bill, for one in California. Two other measures proposing international stations haven't gotten out of committee, and all of them will die with this session of Congress.

The demise of these measures is of particular importance because they could only be regarded as the forerunner of efforts by Government-ownership advocates to invade the standard broadcast band. The industry assault had that in mind, and stopped the measures dead in their tracks. The Celler Bill, first of the foreign fusillade, had been introduced last year. Rep. Celler (D-N. Y.), its author, had informed the House Naval Affairs Committee that FCC Commissioner Payne had helped him prepare the original draft of the bill.

Possible Revival in 1939

Whether the fight for the Government station measures will be resumed at the next session, which convenes in January, is problematical. Sponsors, however, have indicated they will reintroduce their bills.

Industry opposition to the measure was first sounded by NAB President Mark Ethridge. He appeared before both Committees with substantially the same message. His opposition was picked up editorially by newspapers throughout the country, who applauded the pigeon-holing of the measures and deprecated any move to place the Government in the business of disseminating information.

After Chairman Carl Vinson (D-Ga.), of the House Naval Affairs Committee, had postponed indefinitely further hearings on the bill introduced by Rep. Celler pending the report of the Interdepartmental Committee, Senator Bone (D-Wash.) eased hearings by his Interstate Commerce subcommittee on the Chavez-McAdoo measure to a quiet end with the observation, "If there is any evidence of the effect of foreign broadcasting on South American minds, it has not been brought out here."

Chairman Frank R. McNinch's statement that continuation of his Interdepartmental Committee's studies of international broadcasting, at President Roosevelt's request, would delay a report until "some time this fall" makes the proposed legislation definitely a next-session matter. Both the Senate and House committees were awaiting this report.

Senator Chavez (D-N. M.) declared he would introduce substantially the same bill next session and that new hearings, if necessary, would be held. He added that he was not pressing for passage now because of the adjournment rush, but that he would act when Congress reconvenes.

Bills Are Similar

Both Senate and House hearings drew almost identical testimony, with representatives of private industry and Government departments testifying before both committees. No testimony indicated that private licensees were not adequately developing the "experimental" Latin American field, although some doubt was expressed by layman witnesses that these companies could continue to stand the heavy expense of international broadcasts, with no commercial return. Private representatives discounted this attitude, said their companies stood ready to spend whatever amount is needed, asked for greater opportunity to develop the field.

The Chavez-McAdoo and Celler bills are much alike. Both authorize the Secretary of Navy to construct, maintain and operate a Pan American radio station; both place policy control of the station in an advisory council; both authorize appropriation of a lump sum for plant construction and $100,000 annually for operating expenses—$3,000,000 and $700,000 for construction costs, respectively.

The Senate measure puts program selection in the hands of the Secretary of State; the House bill, in the Commissioner of Education. The advisory council, in the former, would include the Secretary of State, FCC Chairman, Secretary of Commerce, and two others selected by the President; in the latter, the Secretary of State, director general of the Pan American Union, FCC chairman, Commissioner of Education, and such others as the President may select, with total membership not exceeding nine persons.

The Celler measure also authorizes an annual appropriation for the Office of Education for program production, in addition to $100,000 annually for operating expenses. The Senate bill carries authority for $100,000 annually to operate the station, along with "such sums as may be necessary to enable the Secretary of State to provide programs". Testimony has placed Government estimates of annual operating cost at well over these figures.

The House proposal would establish the station near Washington, D. C.; the Senate bill, at San Diego, Cal. Two other pending measures, one for a station in St. Petersburg, Fla., by Rep. Green (D-Fla.), and another for one in Texas or the Canal Zone, by Rep. Maverick (D-Tex.), have not yet reached the hearing stage.

Privately-owned commercial companies could use the facilities of the Government station, without profit, under both proposals. The Celler bill stipulates their programs would be "suitably controlled and censored by the Commissioner of Education", that they could carry no advertising and would be "exclusively in the public interest".

Just Propaganda

Representing the broadcasting industry, NAB President Mark Ethridge appeared before the House Naval Affairs Committee May 16 and the Bone subcommittee May 18, told them bluntly the only purpose of a Government radio station would be to act "as an active propaganda agent".

"Any proposal to put the United States Government in control of media for the dissemination of news or information is utterly at variance with democratic principles and follows the pattern of authoritarian states where government control and operation of radio, newspapers and other instruments of communicating information already is an accomplished fact," Mr. Ethridge declared. "It suggests the Nazi philosophy which seeks to fuse the people with a common thought, with common aims and ultimately obtains complete submission to the thinking of a small group.

"It would seem folly to risk what has been achieved by borrowing the technique of dictator countries in which radio is the instrument of the central government, designed to serve the will and prejudices of the individual ruler. The only justification urged for this proposal which might appeal to reason is the contention that nations broadcasting political propaganda to South America are gaining certain commercial advantages and that the infiltration of their political philosophy is a threat to the democratic ideals of the Western Hemisphere. If this were true and there existed no method of offsetting the evils complained of, then it would be the duty of the Federal Government to consider what should be done to meet such a situation.

Private and Untrammelled

"But the facts do not support the assumption that commercial preference is necessarily accorded these countries which overload the airwaves with propaganda, nor does it appear that the political

(Continued from page 50)

PHONES PARALYZED

Atlantic City Listeners Use Trunk Blocker

ILLUSTRATING the extent to which listeners will go in competing for program prizes is the response to a new riddle contest on WPG, Atlantic City, which offers 18 to 20 conundrums during a 2½-hour afternoon series, with $1 prize for first telephoned solution.

Listeners participating in the series have developed the habit of dialing all but the last digit of the WPG telephone number, thus holding the trunk line until they have worked out the solution. The telephone company has installed special trunk facilities to meet this practice, since subscribers on certain groups of numbers otherwise would be without service.

Several stations have had the Atlantic City situation brought to their attention by the telephone company, which frequently runs into overloaded trunks as a result of concerted program response.

INSIDE THE PUBLIC MIND

WHO's Advisory Board Pulls No Punches in Telling Station What Listeners Want and Expect

TO FIND out what the public wants and expects from radio, WHO, Des Moines, has organized an Advisory Board of Public Interest consisting of 40 listeners chosen from various occupations in 17 Iowa and Missouri communities. At the first monthly dinner-meeting held in May, J. O. Maland, vice-president and manager of WHO, explained the purpose of the board, asked for criticisms of radio programs—and got them!

Almost without exception, the board members were quick to discuss their reactions to specific programs. The meeting was extended two hours so everyone could complete his statement. Significant was the fact that so many persons not used to speaking in public told exactly what they thought was good or bad about many WHO programs. Among the board members are a linotype operator, a farm wife, two doctors, a club woman, a small town banker, stenographer, garageman, spinster, rabbi, musician, Catholic bishop, policeman, plumber's wife, two farmers, school teacher, building custodian, college professor, village newspaper editor, housewives.

Col. B. J. Palmer, president of Central Broadcasting Co., which owns WHO, told the group the history of radio and discussed its commercial phases. He explained radio advertising and asked board members to keep in mind radio's revenue when formulating their opinions or reporting the reactions of the groups they represent. Harold Fair, WHO program director, outlined program production methods and explained the technique of broadcasting.

In his speech, Mr. Maland said that WHO is making a sincere effort to determine listener wants, and to meet them. He asked the group to listen in alertly and report their criticisms at the monthly board meeting. Of the first meeting, Mr. Maland said, "I think our staff learned more about what the public was interested in from the new board than from any other source such as mail analysis, fan letters or comments from the staff's acquaintances."

Awards to WBBM KOIN, WORL for Air Mail Efforts

Plaques Are Presented to Winners by Mr. McNinch

OUT OF 199 entries from all classes of stations, judges in the radio contest phase of National Air Mail Week on May 19 selected as the award winners stations WBBM, Chicago; KOIN, Portland, Ore., and WORL, Boston. Chairman Frank R. McNinch presented three bronze plaques to the winners on a CBS broadcast May 26 and commended them for having given "the most enthusiastic cooperation" in publicizing National Air Mail Week during the period March 31 to May 21.

WBBM won the award in the category of stations above 5,000 watts for its initiative in sending a blank acetate disc around the world via air mail and having postal and aviation officials transcribe their greetings thereon to Postmaster General Farley. The disc went to about a dozen cities where officials were cabled instructions how to record their brief messages at local radio stations. Copies were later made as souvenirs and presented to the Postoffice Department.

KOIN's Campaign

KOIN won the award among stations of 1,000 to 5,000 watts for its all-around activity in connection with Air Mail Week, which included a second prize trophy award in the air mail essay contest conducted by the Postoffice Department (first prizes in each State being officially presented); a high school editors' news story contest; a free plane trip to Seattle for winner of the State contest; speeches to clubs by its own staff man assigned to the task; sponsor participation in air mail promotion; special dramatic sketches built around the air mail; an open air show and model airplane display, and providing copies of proposed interviews with local postal officials to all radio stations in Oregon.

WORL won in the class of stations under 1,000 watts for the thoroughness, comprehensiveness and originality of its broadcasts, which included talks by postmasters in practically all communities in the surrounding territory; original sketches written and presented by staff; distribution of special air mail posters to merchants; talks before civic, scholastic and women's clubs; dispatching of air mail letters from each sponsored programs; designing and distributing its own special stamp promoting air mail.

Honorable mention in the lower power classification was given WHBF, Rock Island, Ill., for conducting an elaborate open air pageant depicting the progress of communications and transportation, and KFVS, Cape Girardeau, Mo., for conducting a model airplane contest among local youths.

Originality of ideas and excellence of presentation rather than bulk of broadcasts carried weighed chiefly with the judges, trade paper editors, in making the awards. By far the greatest number of entries came from local stations, relatively few being submitted by high power stations and only a few dozen from the regionals. Some criticism of the contest arose after it was first announced by Paul R. Younts, postmaster of Charlotte, N. C., and chairman of National Air Mail Week, because of the fact that the awards were being made in the name of Mr. McNinch and because it was at first believed the FCC chairman would scrutinize the entries, which it was later agreed he would not do. There was also objection to the implication of duress on the part of a government department in sending out its own transcriptions directly to stations instead of asking local postmasters to secure the cooperation of local stations, particularly in view of the enormous number of similar requests for free time received daily from other government agencies.

Temporary Licenses Issued by the FCC In Complaints, But Secrecy Prevails

DESPITE official assertions that procedure on "informal complaints" against stations has been modified to eliminate the temporary license extension until complaints are thoroughly investigated, recent actions of the FCC indicate that it is pursuing an even more drastic policy from the standpoint of station operation.

At its meeting May 18, temporary licenses were meted out to a dozen stations largely on grounds of alleged violation of FCC regulations or of the law, pending further investigation. In several instances, however, temporary licenses previously issued on program complaints were extended pending the investigations.

Tending further to show a "star chamber" attitude on the part of the Commission in connection with these complaints, which have brought a deluge of criticism from within the industry, is a new form letter being used by the Secretary, presumably upon direction of the Commission, in connection with inquiries about complaints.

In the Dark

This letter in effect states that hereafter it will not be the practice of the Commission to supply any person with copies of complaints against stations. It was added that, in following up each complaint which on its face appears meritorious, the Commission will request the station involved to supply certain information related to the complaint.

The feeling in the industry generally is that regular licenses should be issued until the FCC decides there is sufficient foundation for the complaint. When that accurs, it is felt the station should be set down for hearing with the charges fully revealed, rather than placed under the stigma of a temporary license without being conversant with the details and thus being unable to answer charges, whatever their origin.

It also developed during the past week that the FCC is now asking stations for verbatim copies of continuity in cases of complaints. This procedure also has caused mounting concern, since there is nothing in the law or in the regulations requiring stations to keep transcripts. Although any intention of censorship is disclaimed, this extension of its complaint procedure inevitably results in further "intimidation", according to station executives, who feel they now may be required to keep all continuity of all words uttered over their facilities. The tremendous amount of detail involved in such a requirement, totally aside from the censorship implications, would be burdensome, it is held.

Although a committee of three members of the FCC is devising new procedure for informal complaints, only one meeting has been held since its creation several months ago. It is said to be awaiting a report from the law department.

Temporary license extensions for three-month periods issued by the FCC May 18 included:

For purported violation of engineering rules: WJBW, New Orleans; WBHP, Huntsville, Ala.; KIUN, Pecos, Tex.; WJRD, Tuscaloosa, Ala.

For alleged transfer of licenses without approval: WCLO, Janesville, Wis.; KOVC, Valley City, N. D.; WAYX, Waycross, Ga.; WBRY, Waterbury, Conn.; KMLB, Monroe, La. (also complaint alleging lottery, technical violations and frequency deviation made by F. P. Cerniglia, former applicant for a station there); KFOX, Long Beach, Cal., for pending investigation alleging solicitation of funds, astrological broadcasts, etc.

At the same meeting, temporary licenses previously issued to several other stations were made regular, including WIBU, Poynette, Wis.; WOL, Washington; WJBK, Detroit.

Aspertone Placing

BLACKSTONE PRODUCTS Co., New York (Aspertone), which recently appointed Peck Adv. Agency to handle its account, about June 1 will start two quarter-hours weekly on WLW, Cincinnati, featuring Peter Grimm, commentator. This is in addition to the schedule of three local programs weekly on WBT, Charlotte. Additional plans are now being made.

Gulfspray Disc List

GULF OIL Corp., Pittsburgh (Gulfspray insecticide), started its twice-a-week transcription program, *Happy Meetin' Time*, May 16 on 28 stations [BROADCASTING, April 15]. Harry Von Zell, Frank Luther, Zora Layman, and the Gulfspray-O-Liers orchestra are featured. Placed by Young & Rubicam, the discs are heard on these stations: WGBI WPG WRVA WHP WBT WPTF WIS WGST WJAX WFLA WBRC WJDX WWL KWKH KLRA WMC WSM WNOX KTRH WOAI WFAA-WBAP KRBC KRGV WHAS WSPD WJAS WFEA WDEV.

Krim-KO on Coast

GOLDEN STATE Co. Ltd., San Francisco (dairy products), is using radio exclusively in a campaign to advertise Krim-KO, a chocolate drink. One-minute announcements five times weekly are used over eight California stations (KPO KHJ KQW KGDM KFBK KMJ KFOX KTMS). Radio campaign will continue for the summer. The account was placed through N. W. Ayer & Son, San Francisco.

Bay State Defeats Radio Libel Bill

Broadcasters Win Campaign to Prevent Passage of Measure

MASSACHUSETTS broadcasters won a major victory in the Massachusetts Senate May 23 by defeating a bill which would have placed the spoken word in the same category of the statute laws as the written word with respect to libel and slander.

Under the terms of the bill, broadcasting stations would have been compelled to keep transcriptions of all political speeches. The bill also provided that no radio station should broadcast any statement in the nature of a comment on, or discussion of public affairs or public offices, or political statement, without either obtaining a manuscript of such statement in advance or having the statement transcribed by mechanical or other means. Violation of its provisions would have been punished by a fine or not more than $1,000 or by imprisonment of 30 days or both.

The drastic bill was fought by the broadcasters in the Committee on Judiciary, where it was reported our favorably, in the House, where it was advanced rapidly to engrossment, and then finally in the Senate where the victory was won.

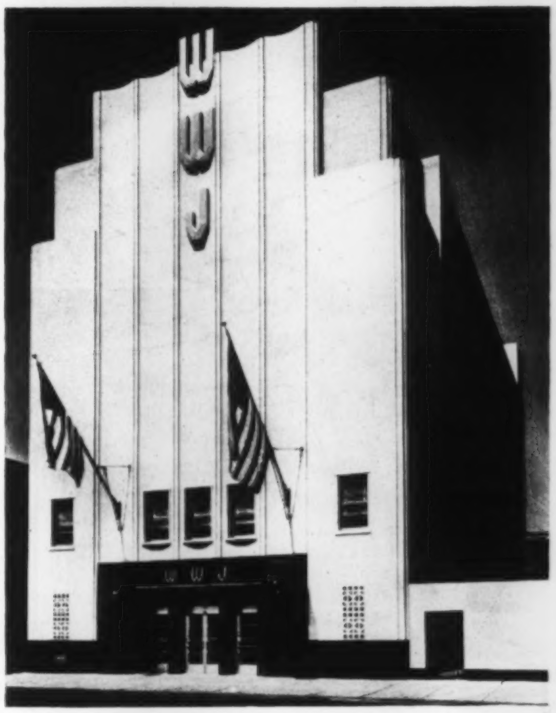
The bill was defeated in the Senate on a roll call vote of 21 to 14, but reconsideration was asked for and prevailed. The vote then came on the main question to "refer the bill to the next annual session." The roll call vote to defeat the bill was 20 to 16.

Bayuk Net, Discs

BAYUK CIGARS, Philadelphia, will sponsor a thrice weekly quarter-hour sports commentary series on MBS this summer, featuring Sam Balter, West Coast commentator. Program, titled *Inside of Sports*, consists of four sections: Coming Events, Irony, Once in a Lifetime and Today's Sports. Each program will be broadcast three times on the network: 7:30-8 p. m. on WOR WLW WCAE WKBW WABY WBAX WHK WRVA WNBF; 7:45-8 p. m. on WSYR WEAN WICC WTHT; 11:15-11:30 p. m. on KHJ KFRC KGB KPMC. Four more stations: WGN KWK WNAC WTAG, will record the programs off the lines and broadcast them at later times. Series is placed through McKee, Albright & Ivey, Philadelphia.

Bus Line Spots

CHICAGO & Northwestern Stages, Chicago (bus lines), has started daily five-minute shows featuring interviews with travelers direct from bus depots on WCLO, Janesville, Wis., and KDAL, Duluth, Minn. Other stations are being considered according to Hugo C. Vogel, radio director of Beaumont & Hohman Inc., Chicago agency handling the account. Pacific Greyhound Lines, San Francisco, is currently using a quarter-hour weekly show, *Romance of the Highways*, featuring Commodore Scott on 19 Don Lee stations. Beaumont & Hohman Inc., San Francisco, is agency.



Welcome Delegates

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JUNE 12-16
DETROIT

WWJ, America's pioneer radio station, established August 20, 1920, cordially welcomes Advertising Federation of America delegates and extends an invitation to visit its modern studios, inspect the complete broadcasting facilities and witness interesting presentations from its uniquely appointed auditorium studio.

WWJ

George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

MABEL POTTER HANFORD, Batten, Barton, Durstine & Osborn, is said to have bought more business publication space than any other person. She has made a long, patient, analytical study of business papers, their results, their value. She knows what they will accomplish when effectively used. She knows why they should be used, and when. In her new book*, just released, she summarizes the advertising value of business publications in seven points of particular importance:

"*Broadcasting*"

WHAT ~~BUSINESS PUBLICATION~~ ADVERTISING WILL DO FOR YOU

1. ◆ **Business-publication advertising presents the story *before* the salesman calls, enabling the buyer to be sufficiently familiar with the product or the service to be able to listen and ask questions intelligently.**

* * *

2. ◆ **Business-publication advertising can repeat the same story over and over, without offense, with new sales arguments, new angles of adaptation. It *continues* the selling long after the salesman has gone—with, or without, the order.**

* * *

3. ◆ **Business-publication advertising does away with blind buying. It sells the company name, establishes prestige, *opens the door* to the company's representatives.**

---

* Advertising and Selling Through Business Publications. Harper & Brothers, New York. $2.50.

4. Business-publication advertising tells the story to *many executives*. Especially does it tell it to those who may be *most influential* in the final purchase, but whom the salesman may never see, no matter how important they may be when selection is made, order placed.

* * *

5. Business-publication advertising confirms the buyer's own opinion of his wisdom in the purchase, helps to keep him sold, and directly influences him in the selection of that company for other materials, equipment and accessories when they are required.

* * *

6. Business-publication advertising serves as an encouraging background to the salesman's own effort, selling *him* on the company, convincing him that, as far as it is able, the company is *opening the door of the buyer to his call,* providing him with an *interested listener* to the personalized sales story.

* * *

7. And, of greatest importance — *business-publication advertising carries the sales story direct to the prospect in the publication which he consults and reads for the successful operation of his own business*†. *It fits the key to the door.*

---

† In the broadcast advertising industry, this means BROADCASTING. Its 7200 circulation includes nearly every national and regional advertiser and prospective advertiser, nearly every advertising agency in the U. S. and Canada. They're *radio-minded* when they read BROADCASTING.

BROADCASTING

National Press
Building

Broadcast
Advertising

Washington
D. C.

THE MAGAZINE FOR THE RADIO ADVERTISING INDUSTRY

XUM

Canadian Inquiry Lauds CBC Work

Lower Listener Fees, Higher Station Levies Are Advised

By JAMES MONTAGNES

REPORT of the Canadian committee of Parliament, which has just concluded an investigation of radio, upheld the technical and financial policies of the Canadian Broadcasting Corp. under General Manager Gladstone Murray and concluded that its policies "are well designed to carry out its purposes and executed in a business-like manner."

"With the resources at its disposal the CBC can give Canada satisfactory broadcasting service, while at the same time enabling Canada to create programs worthy of exchange," said the report.

The committee recommended higher license fees for broadcasters operating stations of more than 100 watts, stating that "the present scale of license fees of $50 per year for privately-owned stations of 100 watts or under is adequate, but license fees should be increased on high powered stations servicing densely populated areas." The CBC policy of building more 50,000-watt stations for better national coverage was commended by the committee and it recommended that the Government grant sufficient capital for extension of the high powered service.

The establishment of a shortwave station was also recommended and the report concluded the license fee of $2.50 per year per set should be reduced. This increased fee, which went into effect April 1, has created a storm of public protest. The report to Parliament was signed by all committee members save one who declared that private broadcasters should be permitted to appear before the group which heard only CBC officials.

Canadian Censorship

Freedom of speech was much debated in Parliament recently when Premier King declared that CBC news commentators should not be allowed to attack the foreign policies of Great Britain and foreign countries. This was interpreted as an attempt to muzzle radio and implied that CBC governors might have to resign because they had agreed to serve on the CBC board on condition that Parliament would not interfere in CBC activities. Canadian newspapers were quick to support the view that radio commentators should broadcast the news uncensored. The debate brought out that H. H. Stevens, former Minister of Trade and Commerce, believed Government ownership of radio should be replaced by private ownership, the Government being limited to supervision of the technical phases.

Various civic organizations are urging the abolition of the CBC, freedom of the air, and the formation of listener leagues to force a reduction of license fees and the reestablishment of private ownership of broadcasting.

The CBC is presently involved in a suit for $250,000 brought by Gooderham & Worts, Toronto distillers and owners of the 5,000-watt station operated under lease by the CBC prior to the opening of the 50,000-watt CBL. The CBC, according to report, attempted to return the property to its owners on May 15, but it was not accepted. The equipment had been leased for the last five years for $12,000 with a contract clause that all equipment be kept modern. The CBC also has before it the disposal of CRCW, former 1,000-watt station at Windsor which is no longer in use.

THE 250,000 WOMEN OF WKRC

Kitchen Program Has Direct Tieup With More Than 3,000 Local Clubs and Social Groups

WITH a potential daily audience of 250,000 women members, *Economy Kitchen* of WKRC, Cincinnati, is well into its ninth year of successful merchandising. Direct participants in the program include 3,000 local and nearby clubs and social organizations with individual memberships of more than 100 women. These clubs are units of the Cincinnati Domestic Arts Guild of which Miss Virginia List, dietician and director of *Economy Kitchen*, is president.

Advertisers who participate in *Economy Kitchen* on WKRC each weekday at 10:15 a. m. display their merchandise and serve their foods at Guild headquarters where daily luncheons are given members of local clubs. The Guild furnishes the luncheon tickets and hostesses guide the groups through various exhibits and the model kitchen. The clubs profit from the ticket sale to their own members who are given a free lunch by the sponsors.

Everybody Profits

Following the luncheons Miss List lectures on foods and recipes. She distributes cards listing the participating advertisers with the request that items the women intend to buy on their next grocer order be checked. Moreover, the club members give their names, addresses and locations of their local grocery stores. More than 100 cards are obtained daily and the Guild's field workers take them to the stores on condition that the grocer will obtain articles not in stock.

Miss List keeps a card file of 250,000 women who have been entertained at the luncheons since 1929. A majority of these women comes from the middle and higher purchasing classes. These data are made available to any participating sponsor approved by Miss List. In addition, she mails cards to this list and to all local grocers, advising them of the time of her morning broadcast on WKRC and inviting their friends and customers to listen.

WKRC has exclusive radio rights to broadcast direct from the Domestic Arts Guild. Miss List's presentation of *Economy Kitchen* follows the informal style of a friendly counsellor rather than the technical language of the dietician. The boast of the Guild and WKRC is, "The Guild puts it on the shelves—the Economy Kitchen moves it off the shelves into the homes of hungry people."

STOMACHS and sponsors are happy in Cincinnati when Miss Virginia List, dietician and director of Domestic Arts Guild, broadcasts recipes and household hints during *Economy Kitchen*, a daily participating program on WKRC, Cincinnati. A potential listening audience of 250,000 women drawn from 3,000 women's clubs hangs on Miss List's every word.

MBS Hearing Ordered

A HEARING on continued relay of programs of Mutual Broadcasting System to Canadian stations and to CKLW, Windsor, as the Detroit outlet of the network, was ordered May 25 by the FCC. It extended to MBS authority to relay such programs for three months from June 1 pending the hearing. WJBK, Detroit, had protested against the extension, alleging unfair competition among other things.

MARY PICKFORD Cosmetics, New York, which recently appointed Campbell-Ewald Co. of New York to direct advertising, will eventually use network radio, according to a spokesman for the agency. Since the products are not yet on the market, there will be no advertising until next fall.

Higher Canadian Fee

A BILL now before the Senate of the Canadian Parliament may increase fees of broadcasters to the Canadian Performing Rights Society, the bill making it unnecessary for small users of copyright music such as restaurants, lunch wagons, etc., to pay the CPRS the amount to be claimed by the CPRS from increased fees to broadcasting stations. The bill has gone through the House of Commons, is now being revised by the Senate and will then go back to the House of Commons. The Canadian Association of Broadcasters has raised objections. If the bill passes, the Copyright Appeal Tribunal appointed by Parliament will set new rates.

La Choy Tests Radio

LA CHOY Food Products Inc., Los Angeles (canned prepared Chinese foods), has appointed Glasser Adv. Agency, that city, to direct its advertising, and on June 6 will start a 13-week test campaign on KNX, Hollywood, using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs. This is the sponsor's first use of radio.

Moser Offers House Bill To Halt Copyright Racket

FIGHTING what he terms "ASCAP's copyright racket", Rep. Moser (D-Pa.) has introduced a bill in the House to "regularize" royalty payments to copyright owners, with the FCC as mediator. The measure, now before the Patents Commitee will not be acted on this session, Mr. Moser said.

The bill provides that any person unable to secure permission to use copyrighted material from the copyright owner may file an application with the FCC for a permit to use the material at "equitable rates" determined by the Commission. The FCC would grant a permit only when use of the material is "in the public interest". Such use would not be considered a violation of the copyright laws.

Mr. Moser attacked the practice of ASCAP in "making deals outside the law" for the use of the copyrighted material it controls and said it was time to make some arrangement for "regularizing" the charges that could be levied by the holders. The FCC was chosen as mediator, he said, because much of the copyrighted material lies in the radio field.

Independents Organize Group Rivaling ASCAP

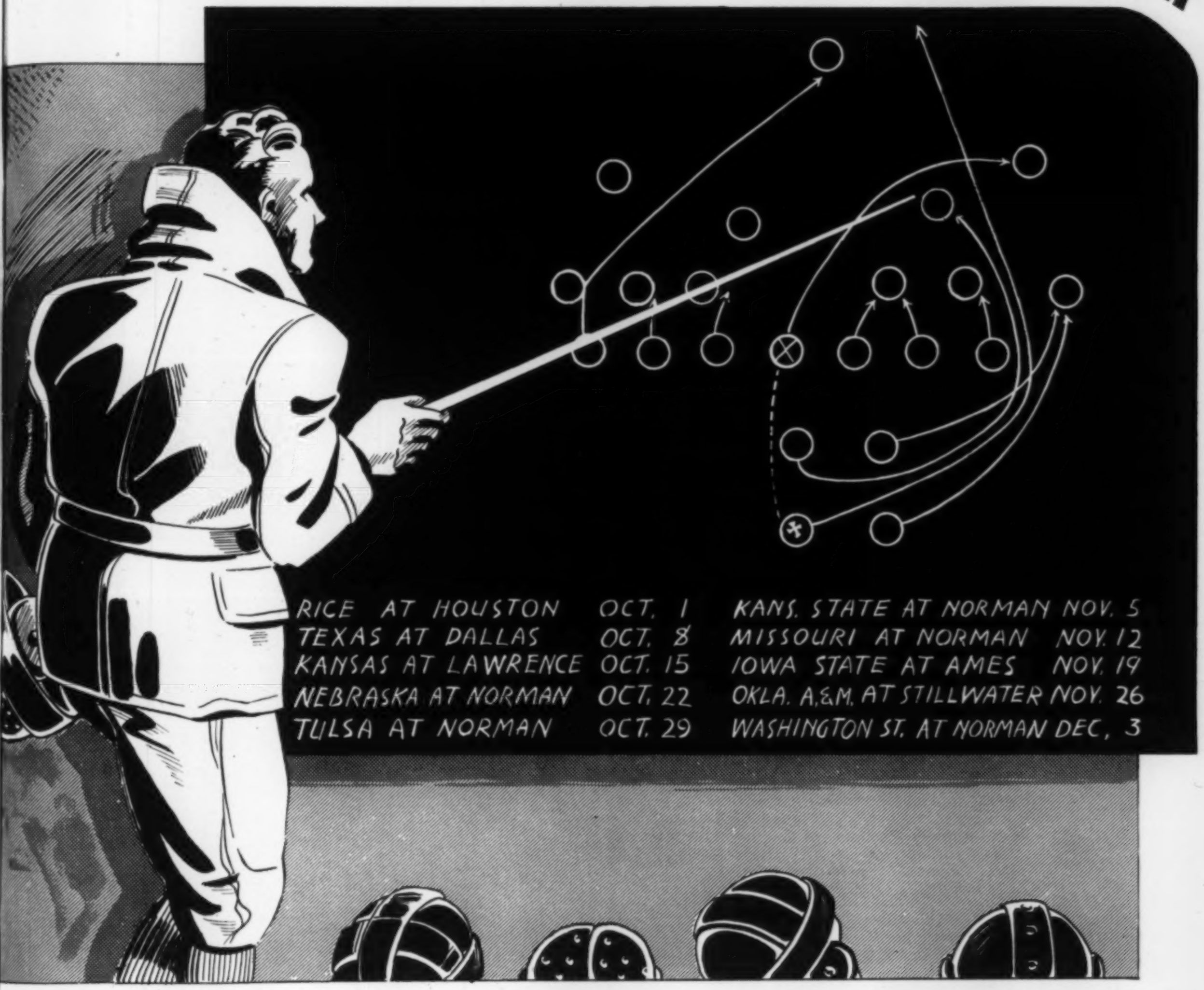
A RIVAL to the American Society of Composers, Authors & Publishers has been announced by Daniel M. Hunsacker, Los Angeles attorney, with incorporation of the Independent Publishers, Authors & Composers Association, temporary headquartered at 7750 Sunset Blvd., Hollywood. Purpose of the non-profit organization is to foster, encourage and create a public interest and bring about a better and more general understanding of the values of writings of all kinds, including musical compositions, according to articles of incorporations filed at Sacramento, Cal.

Officers of the organization declare that ASCAP has denied membership to persons wishing to enter this field and also charged that it holds a monopoly. IPACA is intended to provide an outlet for prospective entrants into the field, it was stated. Besides Hunsacker, incorporators include J. B. Cox, E. B. DuBain, J. J. Cox, and R. R. Lawes.

Copyright Act Upheld

CONSTITUTIONALITY of the Federal Copyright Act, attacked in demurrers of NBC, J. Walter Thompson Co., Standard Brands Inc., RCA, Mae West, Don Ameche and others, in the plagiarism suit of Joan Storm, Hollywood writer, over material used during an NBC *Chase & Sanborn Hour* Dec. 12, has been upheld by Federal Judge Harry Hollzer of Los Angeles. He held the copyright act valid and declared filing of story material with the copyright bureau constituted publication and that defendants must file answers to the suit. Miss Storm alleges that material used in the *Adam & Eve* skit, which featured Mae West and Don Ameche on the *Chase & Sanborn Hour*, had been lifted from her play, *Love & Applesauce*. She seeks $10,000 damages, plus all profits from the broadcast.

The Winner PLANS OCTOBER STRATEGY IN MAY AND JUNE



RICE AT HOUSTON	OCT. 1	KANS. STATE AT NORMAN	NOV. 5
TEXAS AT DALLAS	OCT. 8	MISSOURI AT NORMAN	NOV. 12
KANSAS AT LAWRENCE	OCT. 15	IOWA STATE AT AMES	NOV. 19
NEBRASKA AT NORMAN	OCT. 22	OKLA. A.&M. AT STILLWATER	NOV. 26
TULSA AT NORMAN	OCT. 29	WASHINGTON ST. AT NORMAN	DEC. 3

● That's the way of leaders . . . in radio as well as in sports. Take WKY. In recognition of its top ranking among the sports followers of Oklahoma, the state university, in late May, signed an exclusive contract with Oklahoma's No. 1 station for the broadcast of all football games for the 1938 season . . . the second successive year that WKY has been selected to carry these popular southwestern broadcasts.

The reason: No other Oklahoma station serves as many radio homes . . . no other Oklahoma station commands such listener loyalty. And of prime interest to advertisers: No other Oklahoma station influences as great a buying power as WKY.

NBC — 900 Kc.

WKY

OKLAHOMA CITY

Affiliated with The Oklahoma Publishing Co. — Representative — The Katz Agency, Inc.

Department Store Extends Customer Area by Programs

Broadcasts Bring Customers From Over 300 Counties

By H. KENNETH TAYLOR
Vice-President, John Taylor Dry Goods Co.
Kansas City

SIXTH anniversary of *Joanne Taylor,* a five-weekly morning program on KMBC, Kansas City, under sponsorship of John Taylor Dry Goods Co., was celebrated in May. New customers for this store in 314 counties of Kansas and Missouri traceable to radio advertising indicate the progress of the program when compared with the customers in 182 counties in 1936.

The production technique of the series is very simple. Joanne Taylor is a personal service shopper, and with her office atmosphere as a background and herself as the personal shopper, she constructs a dramatic scene to present her merchandising story. Comedy relief is furnished by a pretty young girl secretary who wisecracks with an unruly office boy.

One method of keeping abreast of what customers like has consisted of a careful analysis of all listener mail. Many letters concern domestic problems, not a few criticise styles that fit only "the perfect figure." It seemed logical to assume that if so many women were asking what good it did them to buy smart clothes when they were not physically attractive, many listeners who had not written in were thinking the same thing.

Charm and Style

Accordingly, Miss Taylor began a series of charm-style broadcasts on Saturday mornings, in which she assumes the role of a personal advisor in matters of personality, health, diet, hair styles and make-up. Mail response to this feature has been large. Suggestions for colors, correct lines and styles to emphasize physical charm are enthusiastically received. In these discussions Miss Taylor stresses home treatment, thereby avoiding the feeling that listeners have to spend any considerable sums to make themselves more attractive.

Five of Kansas City's leading physicians check Miss Taylor's scripts on diet and exercise and they have commended her on the material broadcast. This tactic has given authority to the health and diet programs and at the same time has created goodwill among the local physicians.

In conjunction with the program series, Miss Taylor has added numerous services to listeners. For example there is a file of "tired business men," containing the anniversaries of their marriages and birthday dates of their families. By phoning the store, gifts of merchandise are sent on these days or flowers are sent by the store in cooperation with local florists.

Style shows are given in the store auditorium and many listeners attend. Yet another service includes education projects, government classes, and small study groups. During the study courses, trips are made to various departments of the store where short talks on merchandise are given. Women shoppers have been educated to ask the thread-count in sheets, demand to know the "reason why" behind every article of merchandise.

Moreover, Miss Taylor appears several times each week before women's clubs and social groups to discuss styles and clothes. So personal and intimate have her programs become that listeners follow her every suggestion. A few months ago our drapery buyer had a large stock of slow-moving Egyptian yard curtains with a crown pattern. Calling them Coronation Curtains on one of her broadcasts, Miss Taylor sold the entire stock in one morning.

Sound effects are used effectively. A stock of Indian bells was sold over night at Christmas when attention was called to their pleasant tone. Miss Taylor pretended to tie little bells to packages on one of her programs and the entire stock was sold within two hours.

The signal success of this program is due in the main to the personal bond established between Miss Taylor and her listeners. A fine example of listener confidence was that of a blind woman who came in to buy a fur coat that had been advertised on the program. "If Miss Taylor says it is all right, it is fine with me," she said. "Joanne Taylor is my eyes."

ELECTION RETURNS
MOE

PRIMARY election time in Pennsylvania May 17 found WFIL, Philadelphia, carrying 6½ hours of election returns sponsored by Pep Boys Auto Stores Inc. In B studio, set up as a city room, returns were tabulated and remotes to the *Philadelphia Record,* INS bureau, men on street, Republican and Democratic headquarters keyed. Some 52 reporters, tabulators, editors, board boys comprised the staff, with President Samuel R. Rosenbaum taking his turns at the mike until signoff at 3:45 a. m. In this photo Mr. Rosenbaum views the board while Don Withycomb, general manager, stands over the announcer reading the results.

Half of Net Sponsors Give Premiums; Local Tieups Spreading, Says Schmid

THE connection between lithographers and broadcasters, already close because of the immense amount of display material used by advertisers to promote their radio programs and tie them to merchandise at point of sale, will become even closer with the advent of television, Robert A. Schmid, sales promotion manager of Mutual, told the Young Lithographers Association at a meeting at the Advertising Club of New York on May 12.

Offering numerous displays of streamers, counter cards, booklets, store displays, premiums and other lithographed material to disprove the allegation that radio has tended to displace or smother the use of printed advertising, Mr. Schmid cited dozens of examples of radio advertisers who have successfully used tie-in printed matter, pointing out that in addition to the more obvious tie-ins, wrapping paper, bill heads, dividend checks and envelopes can be used to increase audiences for programs and sales for products.

Why Premiums?

Stating that 56% of all network advertisers offer samples or premiums on their programs, he said that these offers are made for four basic reasons: To measure and classify a program's audience, to compare results of radio advertising with other media, to influence dealers, and to build sales and attract new users to a product. Mr. Schmid discussed a number of offers made on the air and their results, and concluded his address on program merchandising with a prediction for its future development:

"I believe there will be a more widespread use of the technique of directing the program each week at a different city. Maxwell House did this several years with great success. Maxwell House salesmen found it easy to arrange for local dealers to feature Maxwell House in their window displays, when that particular city was made the focal point of that week's radio program. More recently, Major Bowes has gained success with the same formula.

"I believe that it is usually good strategy to have the dealer share the reward in prize contests. Gillette Razor Co. employed the metod successfully, when giving away tickets to the Baer-Carnera fight.

"I believe strongly in the type of tie-in that makes the prospect actually go to the dealer to receive the premium or whatever it may be. For instance, Kolynos employed an interesting radio campaign in which they offered a Mickey Mouse book in exchange for a Kolynos boxtop. If the boxtop was mailed in, it had to be accompanied by 4c. If, however, you went to the drug store and bought a tube of Kolynos, the Mickey Mouse book was given on the spot without charge. At present, this method is used more on high-priced products than on low-priced ones. For instance, when Frigidaire wanted the public to come in and look at their refrigerators, they announced in their radio program that photographs of Seth Parker and his ship would be given away at the dealers. In 13 weeks more than a million people called.

"I believe radio programs built on dramatizations might well be able to provide high school and dramatic groups in various parts of the country with parts and scripts enabling them to put on these plays themselves.

"I do not believe it at all improbable that in the future salesmen for products will carry portable radios, set them up in the dealers' offices, and tune in their own radio programs then and there, thus making sure that the dealer hears the radio program.

"We, in radio, frankly feel that you in lithography, in your ability to produce colorful reproductions inexpensively, have gone a long way towards making radio broadcasting more resultful. I honestly believe that our two futures will be even more closely linked as television becomes practical."

General Mills Adds Four To Season's Baseball List

GENERAL MILLS, Minneapolis (Wheaties), has added four stations to its list carrying baseball games. KFH, Wichita, is broadcasting home and away games of the St. Louis Cardinals as available together with other major league games, with Vic Rugh as announcer. WTAX, Springfield, Ill., is carrying play-by-play reports of the Springfield, Ill. Three-I League games, both home and away, with Don Hill as announcer. WCHS, Charleston, W. Va., is broadcasting games of the Charleston Senators in the Middle Atlantic League with announcer Blair Eubanks, assisted by Arthur Reilly. WOC, Davenport, Ia., carries a rebroadcast of WHO's reconstruction of the home and away games of the Chicago Cubs and other major league teams.

General Mills is sole sponsor of the KFH and WTAX broadcasts now although a co-sponsor may be added late, and is sponsoring half of the broadcasts on WCHS with the balance of the broadcasts to be either co-sponsored or sustaining. The WHO-WOC broadcasts are co-sponsored by General Mills and Socony-Vacuum Oil Co. Knox Reeves, Minneapolis, is the Wheaties agency with J. Stirling Getchell, New York, the Socony agency.

Paramount Rejects

PARAMOUNT Pictures, Hollywood, has turned down the offer of a group of California industrialists to utilize the film company's talent in a series of sponsored transcontinental weekly programs. [BROADCASTING, May 15]. Although Paramount executives would not confirm the report, it is understood the 52-week campaign, to cost approximately $2,000,000 for time and talent, was to propagandize against the New Deal. Negotiations, under way several weeks, had progressed to a point of near consummation when Paramount executives withdrew.

Going Places!

—covering Remotes of every kind!

THE NEW 22 TYPE SPEECH INPUT

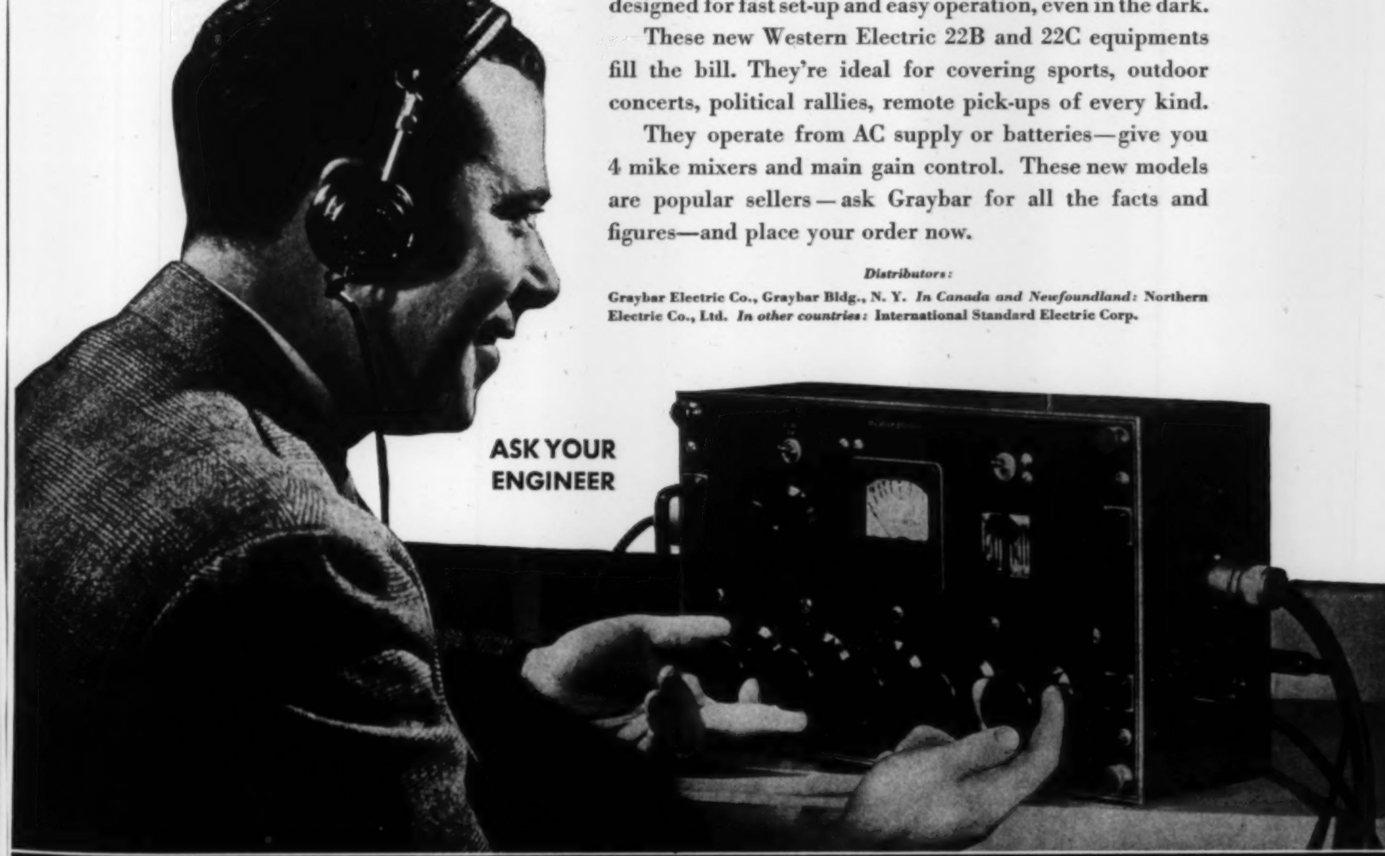
Here's what you've been asking for: high fidelity pick-up equipment at low cost—easily handled by one man—designed for fast set-up and easy operation, even in the dark.

These new Western Electric 22B and 22C equipments fill the bill. They're ideal for covering sports, outdoor concerts, political rallies, remote pick-ups of every kind.

They operate from AC supply or batteries—give you 4 mike mixers and main gain control. These new models are popular sellers—ask Graybar for all the facts and figures—and place your order now.

Distributors:

Graybar Electric Co., Graybar Bldg., N. Y. ***In Canada and Newfoundland:*** **Northern Electric Co., Ltd.** ***In other countries:*** **International Standard Electric Corp.**



ASK YOUR ENGINEER

Western Electric

Distributed by Graybar

RADIO TELEPHONE BROADCASTING EQUIPMENT

Ethridge Asks FCC to Shape Policies

Lashes Radio's Critics In Address Before Bar Dinner

NAB President Ethridge's address of May 16 before the Federal Communications Bar Association was delivered in the presence of six of the seven FCC members (Payne absent) as well as a number of its attorneys and engineers. Setting a new tempo for NAB operation, he touched every phase of FCC relationship with station licensees. In unvarnished terms he lashed those who have charged industry domination of the FCC and the existence of an active "radio lobby" with "sinister" purpose. He said he understood monopoly charges emanated largely "from one of the men who is charged with judging us—an allegation that came in advance of any hearing on the evidence."

Asserting that radio had passed the time when it can be regarded as an infant industry, Mr. Ethridge said it should be treated as an adult both by those who have their money invested in it and by those who have regulatory powers over it. It was clear that Mr. Ethridge was addressing himself to the Commission when he asked for a "permanent policy" on regulation. Broadcasters recognize the desirability of such a policy, he said, providing it is shaped toward the end of taking the confusion and uncertainty out of the industry and out of its regulation. But they do want to come out of all these hearings and all this probing a policy that is fair to them and fair to the public and a method of regulation that is intelligent.

Broadcasters feel that they have the right to make known to the Commission, to Congress and to the public their own reaction on all measures that are advanced affecting radio and that they have been "remiss in the past in not doing so."

Declaring this could not be legitimately resented so long as it is legitimately done, he said that is true "unless it be by somebody with a Fascist type of mind who expects the radio operator to be a guinea pig merely to furnish the body."

Painter and Painting

"The broadcaster occupies a peculiar status in American life," Mr. Ethridge explained. "He is, in effect, an officer of the court in that he has been handpicked. No man in the United States holds a license to broadcast unless the Commission itself has certified to his financial, legal and moral responsibility and to his devotion to the public interest. No other industry has been so guided from its infancy as has radio and no other industry is regulated to such infinitude of detail. Regulation has been imposed upon other industries as the result of abuses, or alleged abuses, of the public interest. Regulation came to radio purely to prevent abuses and because there was no other way to operate its mechanical facilities in the public interest. The present radio setup is particularly the handiwork and pattern of the Government, through its Commission.

"The point I am making is that if the picture is not perfect, those who painted it also have a responsibility for the way it looks."

What Broadcasters Want

Discussing monopoly, Mr. Ethridge said he knew of none existing in radio but that if one does exist it is certainly the Commission's duty to ascertain the facts and deal with it "recognizing, however, that if there is a monopoly it could not have come into being without benefit of the mid-wifery of the Commission." Broadcasters, he said, welcome the hearings before the Commission since they feel that the air will be cleared of "loose talk and smoke", if the Commission approaches its inquiries of this summer in an impartial, fair and friendly spirit, — indeed, in the spirit of an inquiry rather than a crusade.

Citing to the lawyers and the FCC members and staff what he thought broadcasters want, he enumerated as follows:

"They want a frank recognition of the fact that while radio has a primary basis of public interest, it also has a commercial basis in the United States. They believe it is best so; they believe, from the experience of other countries and from a study of the quality of programs in other countries, that American people get the best programs on earth. That is possible in the United States because radio does depend for its financial success upon commercial initiative and competition and not upon taxes directly laid upon the radio consumer. The same resources which have drawn the best in the theatre, in art, literature, music and the movies to the United States, are available to those who finance commercial programs on the air. American entertainment talent, upon the whole, is far superior to any other radio talent in the world. Broadcasters are convinced that it would be a mistake decidedly against the public interest in this country to abandon the pattern which has distinguished American broadcasting from European broadcasting.

"They want to perpetuate the recognition by Congress, by the Commission and by the public that, since the air belongs to the people, it belongs to all the people and to no group, party, clique, or even administration of the moment. Responsible people in the industry recognize that if radio is to survive they can not use licensed facilities to propagandize for their own points of view, but they do not want radio to become a partisan instrument or propaganda agency for anybody. They want its fairness to the public safeguarded by Commission rules according to Congressional policy, but after the Commission has certified to their legal, moral, and financial responsibility and has laid down the rules of fairness, they do want to enjoy that freedom of action within the scope of general laws vouchsafed to every American.

Whose Speech Is Free?

"They do not want to make the mistake that an element of the press—and I am now speaking as a newspaperman—has made in clamoring for freedom of the press as if someone were about to snatch it away. They recognize that the Constitution did not vouchsafe franchises in freedom of thought and speech to a few people, but that it was a grant in right to all of us. If the public interest is to be served by radio it must become the voice of minority groups as well as of majority groups. In no case can it ever become, or should it ever become, the voice of any individual.

The radio broadcaster wants only the censorship of good taste and public opinion. It is necessary, of course, to safeguard the public against the charlatan with false claims for his product, against the comedian with his smutty jokes or against the speaker with his profanity. General laws are already in effect touching those and other matters. The broadcaster is glad to abide by them and to submit to periodic judgements, in hearings upon application for renewals of license, as to whether he has kept the laws and served the public interest, but beyond that, program regulation should not go.

"As I have said, the quality of radio programs has been constantly improving and will continue to improve as talent in this country is developed and as broadcasters themselves learn the new uses of talent. No fewer than fifty new types of programs, a great many of them educational, have made their appearance on radio within the past two years. A few years ago, nine-tenths of the people in the country had never heard a symphony orchestra; now there is enough appreciation of symphony music to justify it as a sustaining program. Educators are learning how to use radio as a means of education that is not as dry as dust. Radio is in a ferment of creating that is producing and is bound to continue to produce increasingly better programs.

What the Public Wants

"But it is nothing less than foolish for anybody to expect a miracle of perfection from radio. Radio is, after all, the mirror of the talent, the genius and the thought of American people. Its level can be no higher than the general level of culture and the appreciation of cultural things in the country. It does create new types of education; it does create or give voice to new types of information; it has created a new technique in the discussion of public affairs, but it will never be any better as an educational medium than the educators who use it; it will never be any better as a vehicle for the theater than the playwrights and actors of the theater; it will never be any more intelligent as a forum on public affairs than the people who do our thinking on public affairs.

"It is utterly futile to expect of radio that it can, or should, elevate the cultural level of the United States except by slow projection of new technique and new ideas. Culture is not something that can be turned on, like water out of a spigot, by the mere command to turn it on. Culture

(*Continued on page 40*)

Miller Expected to Take Post July 15

(*Continued from page 11*)

expected to take place before late fall, and the chances are that it may not be held until early next year. The last convention, an extraordinary one called for reorganization purposes, was held last mid-February and there is no requirement that another be held until 1939.

Executive committee attendance included Mr. Ethridge; Frank M. Russell, NBC; Walter J. Damm, WTMJ; Herb Hollister, KANS; and John Elmer, WCBM; with Mr. Craig absent. It met with Mr. Miller in Washington May 17 for discussion of the presidency. Several other directors were in the city at the time, including John Shepard 3rd, and they also met with the committee.

Accounting Problems

Prior to his conference with the executive committee Mr. Miller had discussed the tentative proffer with his chief, President Harold W. Dodds of Princeton. While Dr. Dodds was represented as being reluctant to agree, he nevertheless declared he would not stand in the way of his aide if he chose to accept the call to the NAB helm. Mr. Miller himself had long debated the question of departing from Princeton so soon after having taken over his position there, especially since he had found the university work satisfactory both to himself and family.

In addition to the presidential matter, the NAB accounting committee, of which Harry S. Wilder, WSYR, Syracuse, is chairman, conferred with the executive committee regarding plans for a projected voluntary cost accounting system for stations in lieu of one being espoused within the FCC. These plans, worked out by the committee in conjunction with the board, encompass a method of accounting which would provide all of the basic information held to be necessary or desirable, and at the same time be far less drastic than the proposed mandatory system talked about within the FCC.

It has been estimated that most stations will find it necessary to employ one and probably two additional auditors to comply with the requests for data projected by the proposed FCC system. That might mean the difference between profit and loss, it is felt, for perhaps half the stations are in the low income brackets, many of which have staffs of a dozen or less.

The committee also met with the new staff employes, Messrs. Kirby, Miller and Peter—and outlined immediate work ahead. Mr. Miller took over his post May 15 after having resigned from the Associated Press, where he was the labor news specialist. Mr. Kirby spent several days in Washington, but returned to Nashville to clean up his desk as sales promotion manager of the National Life & Accident Insurance Co., and its station WSM. Mr. Peter, secretary of the Joint Committee on Radio Research, hopes to complete his work by June 1 and then take over his permanent assignment in Washington.

Headquarters of the NAB have been enlarged in the National Press Bldg. to accommodate the additional staff. Offices adjacent to the NAB suite occupied by the NAB Bureau of Copyrights have been occupied by NAB itself, the Copyrights Bureau moving across the corridor on the same floor.

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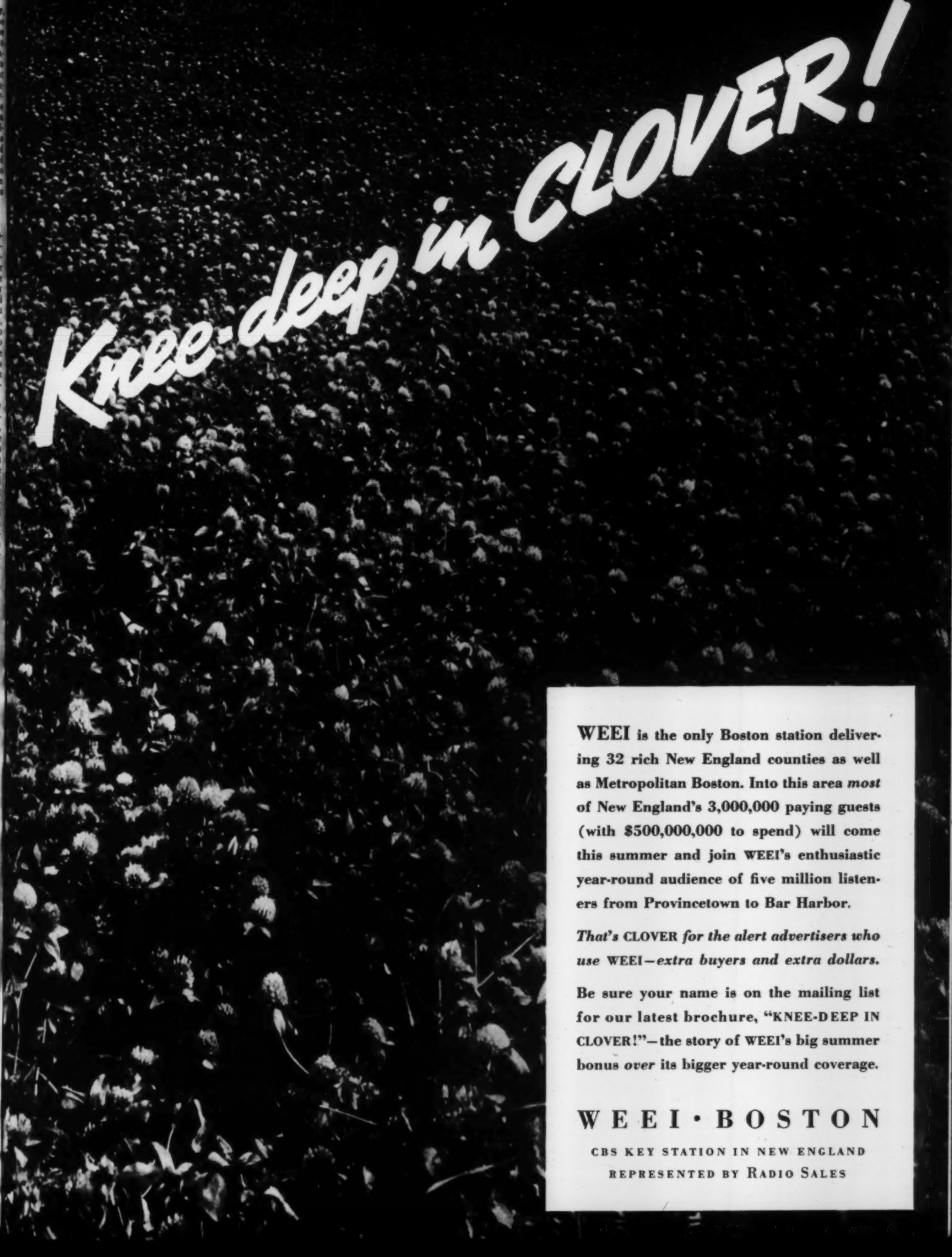


WEEI is the only Boston station delivering 32 rich New England counties as well as Metropolitan Boston. Into this area *most* of New England's 3,000,000 paying guests (with $500,000,000 to spend) will come this summer and join WEEI's enthusiastic year-round audience of five million listeners from Provincetown to Bar Harbor.

That's* CLOVER *for the alert advertisers who use* WEEI—*extra buyers and extra dollars.

Be sure your name is on the mailing list for our latest brochure, "KNEE-DEEP IN CLOVER!"—the story of WEEI's big summer bonus *over* its bigger year-round coverage.

WEEI · BOSTON

CBS KEY STATION IN NEW ENGLAND
REPRESENTED BY RADIO SALES

Persuasive Power Of Radio Detailed

Voynow Tells Milwaukee Club Methods of Selling

AS GUEST speaker of the Milwaukee Advertising Club, May 19, Edward E. Voynow, vice-president of Edward Petry & Co., national radio representatives, declared one of radio's dominant advertising forces was its supple power "to move people and mold them, to enlist them and command them, for nine people out of ten *do* do what they are told."

Mr. Voynow

Brought to Milwaukee by Don Abert, manager of WTMJ, to discuss radio's potentialities in the national advertising and merchandising program to sell Wisconsin-made cheese, Mr. Voynow amplified this "commanding" theme. He said, "You may rebel against this idea, but it's true that you do what you're told. You tuck the baby in bed when your wife tells you; you open your mouth to say 'ah' when the doctor tells you to; you go to Minneapolis when your sales manager tells you, and you have a drink when your friends say, 'stop in and hoist a couple'."

Power of the Word

According to Mr. Voynow, "a thousand little things in adult life between every breakfast and bedtime impel action through the spoken word.

"Think how natural it is to hear the friendly things, the intimate things and the authoritative things of life *spoken* to us by a human voice," he said. "How natural to *talk* with friends but *write* to strangers. How natural to hear the boss *say* it—and see the stenographer scribble it. Any good salesman would far rather talk to his prospect than write to him.

"These voices, of authority, of intimacy, of friendliness are what we listen to—and what we act upon. And any or all of these voices can be and are—built into a radio program by the astute advertiser. Built into the very spoken words that will advertise your particular cheese products—and make them more easily remembered, more quickly recalled and more favorably desired by customers."

Further emphasizing the power of the spoken word available for mass selling only through radio, Mr. Voynow drew upon findings by Harvard University, whose extensive studies revealed that people understood facts better when they heard them. "Harvard found that people understood narrative better when they hear it than when they read it, that people remember and recognize advertising trade names far better and for a longer period of time when they hear them," he explained.

Clarifying a charge made by some advertisers, accustomed to think about media in terms of net paid circulation, that because America levies no tax on radios the advertising message correspondingly loses its value, he pointed out that in a single year the radio audience paid $450,000,000 for new radio sets, $150,000,000 for electric power and a similar amount for tubes and replacements. "Divided roughly by 25,000,000 radio families, the average family pays about $30 a year for the privilege of listening to the radio, enough to cover ten expensive magazines and *The Milwaukee Journal*, daily and Sunday, for a year."

Voynow, a pioneer in radio sales, was in commercial broadcasting since its inception and he was a member of Edward Petry & Co., when that organization first entered the national field. The company represents WTMJ nationally.

Guestitorial

Say Something Simple

By MERLIN F. STONEHOUSE
Program Director
WKZO, Kalamazoo

SAY Something Simple is a rule of those young men who are properly known as the "old-timers" of radio. As long as we continue to sell advertising in limits of 25, 50, and 100-words, every syllable will be precious. Wasted words mean wasted money. Now that advertisers are educated to the need of word-limitations, it is up to the continuity writers to put the sponsor's entire sales story within these limits.

Copy written by advertisers or agencies can usually be reduced 65% without destroying its effectiveness. Indeed, the shorter copy will do a better selling job than the wordy variety. Sometimes a whole series of announcements are so loosely written that all of them can be reduced to one sound 100-word spot. Instead of scattering weak arguments over several days, the sponsor using the re-written copy can punch home his complete, strong argument every day.

Listening Fatigue

A reference to aural comprehension tests will establish the point that there is a point of listening fatigue. To go beyond this limit is to invite disaster. Under the conditions of the home, you can hold attention for 50 to 100-words, and then the listener's mind wanders.

The sales message must be reduced to its essentials, leaving detail to implication. Only the graphic, pictorial elements can be comprehended and retained by the listener under the bustling conditions of the home.

Expletives drive copy home, punch the idea of the copy angle in a few choice phrases. Punch copy in a line or two of type can do the work of a hundred words.

"Pretty" writing is that literary composition many agencies and advertising departments pass off as advertising. Mr. Average Citizen can ignore big words and pretty phrases in his newspaper. He even accepts far-fetched metaphor and similie, comfortable in the fact that he's "not one of them writing fellows". He can afford to reserve judgment when all he need do is turn the page. Mr. Citizen *does* talk. however. Furthermore, he prides himself upon talking "good American" and he resents it when "a fellow puts on". He won't be talked down to. "Pretty" writing can damn any announcer in his estimation, for few listeners bother to remember that the announcer is reading.

What's in A Name? A continuity writer can give a pointed answer to that poser: Usually, too many words are in a name. "R. B. Thomas' Sons and Company, 1306 Washington Street West, telephone Lexington 1-5364" constitute 20 words, and still the name, address, and phone can't be remembered long enough to mark down. Advertisers still insist upon this logotype designation, despite the fact that a pictorial address (such as "the only yellow front on Michigan Avenue") is more desirable for radio.

Unpretentious Mr. Average Citizen reduces the proud incorporated name to plain *Thomas'*. Taking our cue from popular usage, all names should be reduced to their usable forms, if for no better reason than to save on words and thereby save money for the advertiser.

Reducing National Copy

Here is a national advertiser's recent continuity, somewhat disguised, and a condensed version.

Original: 229 words.

If you drive a car don't miss this! It's the biggest news of the year for motorists . . . straight from the Nationally Known tire store at Main Street and Broad Avenue in Middleville. It's the inside story of the surest thing on wheels . . . the Nationally Known tread. Developed after two years of exhaustive research . . . after gruelling tests of tread designs by the hundred . . . this amazing Nationally Known tread stops you quicker and safer on wet, slippery roads than you've ever stopped before. Its never-ending spiral bars, like a battery of windshield wipers, sweep water from under the tire . . . force it through special deep drainage grooves . . . make a dry track for the rubber to grip. Thus it protects you against skids in *all directions*. You'll never know what the word STOP really means until you've felt the grip of Nationally Known tread on wet, treacherous roads. And that's not all. Nationals are the only tires in the world that give you Nationally Known blow-out protection. And think of it! You get both of these priceless safety features . . . skid protection and blow-out protection.

Rewritten: 87 words:

Quick stop! Safe stop! . . . even on wet roads! Never ending spiral bars of the National tire sweep away water like a battery of windshield wipers. Rubber grips the dry track . . . prevents skids in all directions. But—safety tread is only HALF the National story: No other tire (at any price) gives *double* protection against both skids *and blow-outs*. For your family's sake, equip your car today. This two-way protection may save a life in *your* family. Go now to the National store . . . Main and Broad in Middleville.

'LISTENING AREAS' COMPLETED BY CBS

COMPLETING its study of CBS "listening areas" and "dealer influence zones", the network has released Volume II of "CBS Listeners and Dealers", comprising the daytime coverage maps for each CBS affiliate. Volume II is almost identical with Volume I, which dealt with evening coverage (reviewed in BROADCASTING, April 1), except that the coverage maps are printed in orange, signifying daytime, instead of blue, for evening.

Second volume contains data on 102 stations, two more than the first volume, as WESG and WMAZ are on the air only in the daytime hours. Summary shows 88% of all families and 92% of all U. S. radio families living in the CBS daytime primary area, which also includes 88% of the country's retail business. Similar data in the volume on evening coverage showed CBS primary area in the evening included 85% of all families, 91% of radio families and 92% of the nation's retail business.

Audience coverage, that is, is slightly greater in the daytime than in the evening, but retailers listen more regularly in the evening than during the day. Volume II contains a bookmark listing all CBS stations, by call letters on one side and by cities on the other.

Market Research Division of CBS has issued a breakdown of "U. S. Radio Ownership as of January, 1938," which contains not only the county breakdown of radio families as compiled by the Joint Committee on Radio Research, but also the total families in each county and the percentage of radios to total families. For comparison, the report also lists the total family and radio family population of each countv in 1930, according to the U. S. Census data.

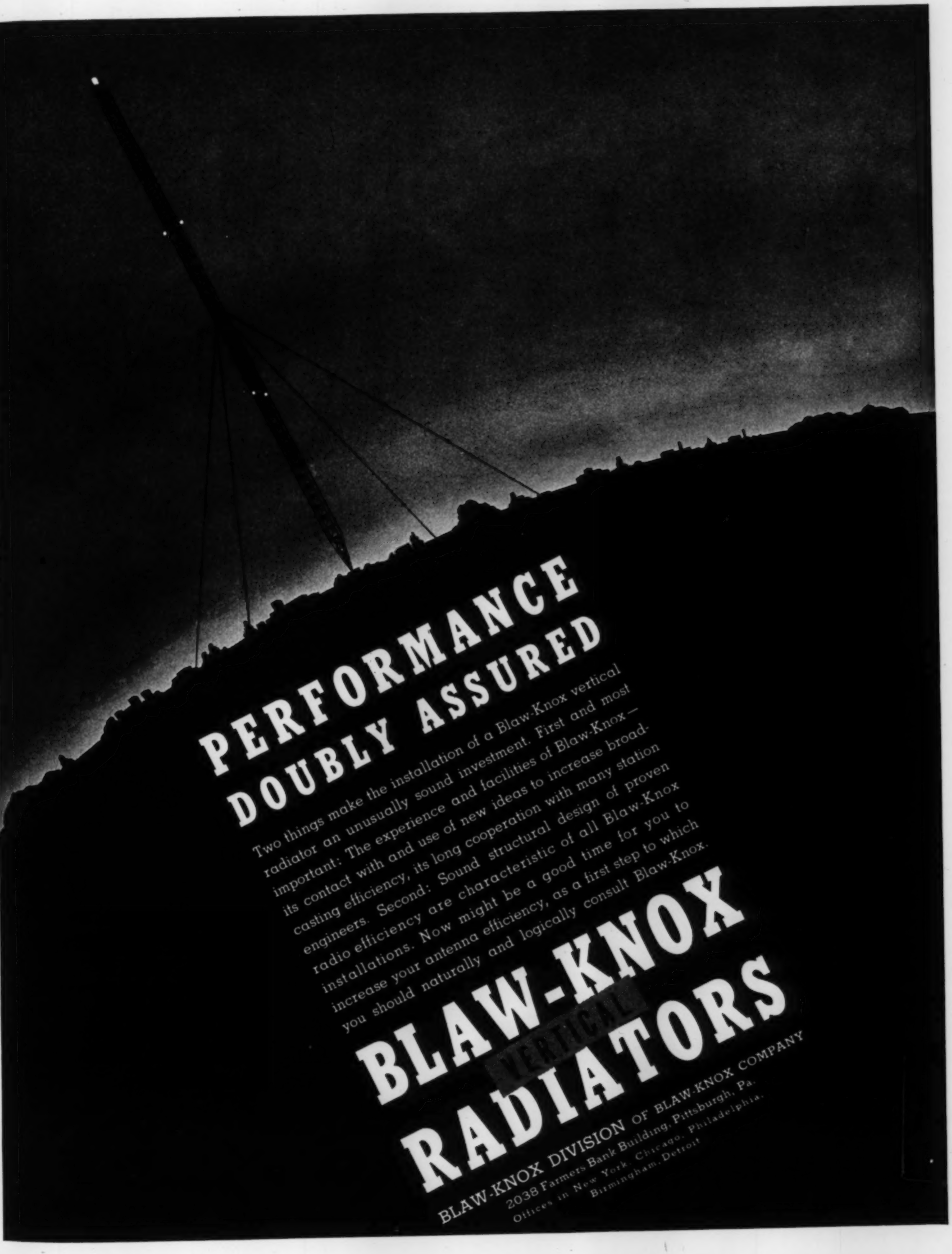
KOIN, KALE Discarding All Advertising of Beer

ELIMINATION of all beer advertising from KOIN and KALE, effective at the end of May, was announced May 17 by C. W. Myers, president.

Liquor advertising, Mr. Myers said, has never been accepted by either of the stations but conservatively worded beer advertisements have been accepted after 10 p. m., being confined strictly to a description of the beer itself without any reference to its use as a beverage in the home or elsewhere. Neither station accepts spot medical advertising, dental or other professional advertising, or loan company business.

Publishers Buy KWNO

FULL ownership of KWNO, Winona, Minn., new 250-watt daytime station on 1200 kc., which went into operation last January, would pass to M. H. White, business manager, and H. R. Weicking, editor, of the *Winona Republican-Herald*, partners, under a proposed transfer of ownership for which application has been filed with the FCC. At the present time Mr. White and Mr. Weicking are partners with Harry Dahl, Wisconsin Packard distributor, and Otto M. Schlabach, LaCrosse, Wis., attorney, in the ownership of the station. The latter two will sell their interest to the newspapermen if the FCC grants permission.



PERFORMANCE
DOUBLY ASSURED

Two things make the installation of a Blaw-Knox vertical radiator an unusually sound investment. First and most important: The experience and facilities of Blaw-Knox—its contact with and use of new ideas to increase broadcasting efficiency, its long cooperation with many station engineers. Second: Sound structural design of proven radio efficiency are characteristic of all Blaw-Knox installations. Now might be a good time for you to increase your antenna efficiency, as a first step to which you should naturally and logically consult Blaw-Knox.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia,
Birmingham, Detroit

Detroit Minister Heard on Network

Rev. Zoller Using Nationwide List for Sunday Program

SUNDAY network broadcasting on a religious theme, as practiced by Father Charles E. Coughlin, has found an emulator in Rev. John Zoller, Detroit Methodist pastor, whose chain of stations is now almost as large as was Father Coughlin's during his series last winter, and whose audience appears to be constantly growing. Unlike the Royal Oak priest, Rev. Zoller interjects no politics or controversial matter in his broadcasts. He preaches a return to the gospel, and urges an end to modernism in churches.

Rev. Zoller's talks originate, as do Father Coughlin's, with WJR, Detroit, and are placed through Aircasters Inc., Detroit agency. They extend from coast-to-coast, hooking up on the Pacific to the entire Don Lee network and including these other stations: WCKY, Cincinnati; WISN, Milwaukee; KSTP, St. Paul; WHO, Des Moines; WOC, Davenport; WORC, Worcester; WBAL, Baltimore: WDAS, Philadelphia; KQV, Pittsburgh; WSM, Nashville; WCFL, Chicago. In the fall, it is planned to extend the hookup into the Southwest.

The talks run for a full hour over WJR, the last half going into the network. They start at 11 a. m. (EST) Sunday mornings at Detroit, and the network hookup starts at 11:30 a. m. In addition, Rev. Zoller uses morning time five days a week over WJR.

Meanwhile, Aircasters Inc. is actively engaged in preparing the 1938-39 winter schedule for Father Coughlin. From appearances now, this network will be at least as large as it was last winter, and probably will include about all of the stations which were in it. The series is being scheduled for a 30-week period starting Nov. 6, and originating, as before, with WJR. The time next winter will again be from 4 to 4:30 p. m. (EST).

New WNBZ Operators

RAY ENGLISH has been appointed general manager of WNBZ, Saranac Lake, N. Y., 100-watt daytime station on 1290 kc., under its new ownership recently authorized by the FCC. Willard I. Cody has been retained as chief engineer. Station is now operated by Upstate Broadcasting Corp., headed by Carl F. Woese, of Syracuse, who purchased it for $17,000 from Earl J. Smith and William Mace.

Warner Discs to 160

WARNER Bros. First-National Studios, Burbank, Cal., has started placing transcriptions of the broadcast score of *The Adventures of Robin Hood* on 160 stations nationally to exploit the picture. Erich Wolfgang Korngold conducted the 60-piece orchestra on an NBC broadcast from which the transcriptions were made.

THE FCC has assigned the call letters WOCB for the new station at Barnstable, Mass., and WCOU for the new station at Lewiston, Me., both locals on 1210 kc., which were authorized for construction on May 11 [BROADCASTING, May 15].

TWO YEARS OF WPA PROGRESS

Staff of 150 Employed in Production of Two Score Programs by Federal Agency

LOOKING BACK over its two years of existence, the Federal Theatre Radio Division, a WPA project employing a total acting, production and clerical staff of 150 persons, reports that since its inception in March, 1936, it has presented 43 program series on New York stations and nationwide and regional networks, which have donated some $3,000,000 worth of time to the organization. NBC, CBS, MBS, Inter-City network and WLW Line, WOR, WMCA, WHN, WNYC, WQXR, WEVD and WNEW have all broadcast FTRD productions, some of which have been acclaimed as outstanding by critics and listeners alike.

Operations of the organization are directed toward a two-fold goal: To preserve the skills and provide for the reemployment of its people in radio, the theatre and the movies, and to produce educational and cultural programs "which will familiarize the American radio public with the best in drama, art, history and music in order to advance the general cultural level of the American people and further the significant progress of radio," according to Evan Roberts, managing director of the project.

As examples of the first motive, he cites the *Professional Parade* variety series which was broadcast on NBC during the winter of 1936-37, resulting in the professional reemployment of a number of performers, and *Tish*, a comedy series on CBS last winter which is expected to return in the fall as a sponsored program. Such programs, having the makings of good commercials, are produced with the idea of turning over to a sponsor the personnel of that series, thereby returning them to private industry. Many FTRD alumni are now employed on network productions, Mr. Roberts said.

Cultural Leadership

Reception of *Epic of America*, historical series recently broadcast on MBS, illustrates the project's progress toward its cultural and educational goal. At the request of the board of education of New York City, the series was rebroadcast on WNYC, municipal station, during school hours to 1,500,000 pupils in their classrooms. Transcriptions of the programs were furnished to other cities for similar classroom use. Ohio State University's committee for evaluating school broadcasts ranked this program as the finest on the air. Two new series along this line, *Children in the Classics* and *See America Right* are now under preparation.

Culturally, the FTRD boasts that it anticipated the networks by more than a year in broadcasting Shakespearean and other classical dramas and that it will maintain its leadership with a forthcoming series of *Command Performances* of famous plays chosen by critics and the public in a just-concluded poll. The leading actors of Broadway will be starred in this series, which will be launched over a nationwide network in June.

Currently, the group points with pride to *Their Greatest Stories*, radio adaptations of stories by contemporary authors, broadcast on MBS, one of which evoked such a response that it has been continued in a series of further adventures of its characters, *Mr. Mergenthwirker's Lobblies*. Programs of purely cultural content, which might prove costly experimentations for commercial broadcasters, are viewed as a proper testing ground for the FTRD as a noncommercial, governmentally supported organization.

EVANS ROBERTS

Roberts Widens Work

Mr. Roberts, who joined the group as a dollar-a-year man to get it started and who has continued as its active head, has recently been named radio consultant to the 20th Century Fund created by the late Edward A. Filene and even more recently became assistant national director of the entire Federal Theatre Project, in charge of radio and subscriptions. In this latter capacity he will supervise the work of the 15 FTRD groups throughout the country, supplying them with scripts and other material and lending them trained directors from New York headquarters.

Roster of actors and actresses on the FTRD staff includes such names as Lucius Henderson, at 93 perhaps the world's oldest working actor; Edward B. Latimer, former program director of WNBF, Binghamton; Marie Hunt, Hiram Hoover, Philip White and others with long experience on the stage, in the movies and on the air. Leo Fontaine, former drama critic of the *New York Morning Telegraph*, feature writer for Transradio Press and network script writer, who adapted *Epic of America* for radio, is continuity editor of the organization. Production director is Oliver W. Nicoll, formerly assistant to Samuel Rothafel (Roxy), who has handled every phase of radio productions.

Set-up of the FTRD is exactly like that of a network, in miniature. It has its own actors, writers, directors, production staff, technicians and sound men, its own sound-proofed rehearsal studios and control rooms. Programs are completely rehearsed there before going to the stations for the actual broadcasts. The studios are also used for classes in radio technique conducted by the Federal Theatre and by various schools and colleges.

Cost of all this to the taxpayer, from March, 1936, to January, 1938, was $305,000, of which $290,000 went for salaries of otherwise unemployed professionals in the fields of the theatre and radio.

West Coast Advertisers Plan Radio Departmental At Los Angeles Meeting

SPOKESMEN for radio and advertising from all parts of the West Coast will attend the 35th annual convention of the Pacific Advertising Clubs Association, to be held at the Ambassador Hotel, Los Angeles, June 26-30. Don E. Gilman, NBC western division vice-president, Hollywood, is chairman of the radio departmental session scheduled for June 28. His vice-chairman is Sydney Dixon, NBC western division sales manager, who is also chairman of the ways and means committee. Others on Mr. Gilman's committee include W. Carey Jennings, manager of KGW-KEX, Portland; Earl J. Glade, manager, KSL, Salt Lake City, and Howard Lane, business manager of McClatchy Broadcasting System, Sacramento, Cal.

The University of Advertising, theme initiated for the Salt Lake City convention last year, is being continued. Mr. Gilman has titled the radio departmental session, School of Radio Broadcasting. Dr. Frank N. Stanton, CBS Director of Market Research, New York, will be one of the speakers. Irene Rich, radio and film actress, sponsored on NBC network by Welch Grape Juice Co. is also scheduled to speak. Her subject will be "An Artist Looks at Commercial Radio".

Tracy Moore, NBC Hollywood account executive, is convention banquet chairman. Harry W. Witt, CBS Southern California sales manager, is in charge of luncheon entertainment, assisted by Thayer Ridgeway, Don Lee network sales manager, Los Angeles; Fox Case, CBS West Coast director of public affairs, Hollywood, and Sydney Dixon. T. R. Paulson, manager of J. Walter Thompson Co., Los Angeles, on the general committee of the convention, has arranged for delegates to witness the June 30 NBC broadcast of *Good News of 1938*, sponsored by General Foods Corp., from Hollywood. They will also witness CBS and Mutual-Don Lee network programs that emanate from Hollywood and Los Angeles.

D. D. Durr, assistant advertising manager of Tidewater Associated Oil Co., Los Angeles, is general convention chairman.

Hope for Pepsodent

PEPSODENT Co., Chicago (toothpaste) which sponsored the NBC *Mickey Mouse Theatre of the Air* for 20 weeks, will replace that series with a new half-hour variety show in the fall. It will originate from Hollywood and feature Bob Hope as master-of-ceremonies and singer. Time and network to be used have not been announced. It is understood that the series will remain on NBC. The Sunday afternoon time, formerly utilized by the Mickey Mouse program, will not be used. Agency is Lord & Thomas, Chicago.

XUM

NBC's "Magic Broom"*

New device improves reception by sweeping away distortion, bringing High Fidelity transmission to all the NBC stations listed below

Another proof that NBC is TOPS IN SPOT!

proof! A short while ago, a bright young engineer discovered the "Magic Broom." And his discovery means finer program reception, because the "Magic Broom" now provides the transmitters of the NBC Stations listed below with new high fidelity characteristics. It literally sweeps distortion out of the transmitter—one more reason why it pays to "Spot with NBC!"

proof! Here's more proof that NBC is tops in spot! These stations flash your commercials through the air with power that's actually a real selling force. And the strong, clear reception this powerful transmission assures means that NBC listeners—*your prospects*—hear a "signal to buy" that's clear, crisp, *compelling!*

proof! These NBC stations offer you the advantages of strategic location. They're spotted to cover leading markets—with no waste—and at low cost. They are the most impressive list of stations available for spot broadcasting through any single representation service.

Add it all up. NBC gives you high fidelity transmission with the "Magic Broom," powerful transmitters, favorable frequencies, strategic locations—and the lion's share of radio's best programs. In short—NBC gets your sales message across to the people you want to reach—at the kind of cost you appreciate. No wonder it pays to "Spot with NBC."

*

Reverse Feed-Back

The technical experts describe the "Magic Broom" as "Reverse Feed-Back—a method whereby distortion products normally present are canceled by the use of newly developed circuits."

"Broadcasting Headquarters"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WEAF–WJZ–WGY–WBZ–WBZA–WTAM–WRC–WMAL–KDKA–WMAQ–WENR–KYW–KOA–KGO–KPO

THE TEXAS QUALITY NETWORK ··

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Netw

EDWARD PETRY & COMPANY, I

XUM

YOU'LL FIND HAPPY HUNTING IN TEXAS

(The Indians Have Moved to New York)

No fooling. There are only 1,001 Indians left in Texas, and the 1930 census shows more than six times that many in New York!

There's a lot of people left in Texas though—5,824,715 of them—including the thousand redskins. 16.3% of them live in the four star Texas markets—Dallas, Fort Worth, Houston and San Antonio.

But the other 83% of the population live in smaller towns and rural communities scattered throughout the 265,896 square miles that is Texas.

There is only one economical and efficient way to cover a territory so vast, in which live so many people—the Texas Quality Network. This group of four NBC stations is powered to reach and programmed to please its great Southwestern audience—in every city and town in Texas—every hamlet and radio home.

The next time you sit in a directors' pow-wow and the subject of White Man's Magic comes up, suggest radio in Texas—suggest using TQN.

K • • **WFAA-WBAP** **KPRC** **WOAI**

DALLAS FT. WORTH HOUSTON SAN ANTONIO

y Netwdard Market Data Brochure

I. - NATIONAL REPRESENTATIVES

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and
Broadcast Advertising

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

NAB's Redemption

EVENTS of the last fortnight have proved the oft-expressed conviction that the broadcasting industry, organized and fortified with solid facts presented under aggressive leadership, can redeem itself from the do-nothing state of the last few years. The results of the NAB reorganization are beginning to blossom. After too long taking it lying down, the industry at last is on the offensive.

The short shrift which committees of both houses of Congress made of the proposed Governmental shortwave station bills, the first of which had the same origin as the now defunct wattage tax bill, proved that American radio is not without its advocates in the Nation's highest court of public opinion — the Congress. In the open fight against these bills, we believe more was accomplished toward the goals of stability, self-respect and courage for the industry at large than anything else done in the last half-dozen years.

The NAB now is about to acquire a new chief executive, a man big enough to fill the post shortly to be vacated by President Mark Ethridge, who has captained the ship in inspiring fashion since last February. Neville Miller is the Executive Committee's candidate and all who have met him are enthusiastic in their belief that he more than measures up to the requisites.

It is more than a coincidence that radio's greatest example of spontaneous public service is about to give to radio its new leader. As mayor of Louisville during the harrowing days of the Ohio-Mississippi floods of last year, Mr. Miller leaned heavily upon radio in the immediate task of saving human life. His expert, courageous and resourceful direction of rescue and relief operations during Louisville's worst catastrophe is now national history. But aside from that work, his whole legal and academic career, capped by his five-year tenure as Louisville's mayor, during which he is reputed to have given that city its most successful administration in history, seems to qualify him admirably for the task at hand.

Neville Miller is very much like Mark Ethridge in temperament, outlook and capacity for action. Like his predecessor, he comes to radio without previous background or experience in that field. Like him, he brings to radio a fresh viewpoint and an active mind in addition to a rich administrative and academic background. He is not the "czar" type in any sense; he is a man of intelligence and foresight whose forte appears to be administration and the ability to follow-through.

Mr. Miller steps in when Mr. Ethridge returns to his newspaper and broadcasting pursuits in Louisville. He will have the benefit not only of Mr. Ethridge's counsel but that of Philip G. Loucks, who was Ethridge's right bower in effecting the NAB reorganization. He will also have the assistance of the three experts in their particular fields who have just joined the NAB executive staff—Ed Kirby, Paul Peter and Joseph L. Miller, along with Edwin M. Spence, interim executive officer.

* * *

The big guns of radio's long-delayed offensive boomed on May 16. On that day President Ethridge delivered two public utterances which may be regarded as keying the new industry tempo. Before Congressional committees he ably and persuasively spoke out radio's case in opposition to proposed governmental invasion of the radio sphere by way of shortwave broadcasting. Before the Federal Communications Bar Association, with six FCC members present, he delivered some plain talk about radio regulation, radio's regulators and the aims and ideals of the broadcasters. The favorable response to both addresses was a remarkable tribute not merely to Mr. Ethridge's capacity for expression but to the cogency of the case he presented.

It now appears that the Government station projects are dead because the Administration, quickly sensing the reaction to the measures, drew in its horns and the leaders in Congress displayed scant patience with the idea. The press generally responded overwhelmingly in favor of the Ethridge arguments, many newspapers picking up his theme that Federal operation of any kind of station was undemocratic and opposed to American principles of private operation. Some newspapers were far more vehement against the Government's entry into the radio field than were the spokesmen for the industry itself.

Mr. Ethridge's bar association address embodied the broadcasters' appraisal of radio regulation as it is and as it should be. He expounded the broadcasters' grievances against pre-judgment of their aims and activities by Federal authorities. It was a frank and courageous summation. He pointed to the evils that have cropped into Federal regulation through no fault of radio and he admonished his official audience that radio should not be singled out for discrimination simply because the authorities themselves have been remiss. He again urged longer licenses and cited the oft-repeated logic in justification.

The force and sense of his arguments are unanswerable; the temperate yet decisive delivery and the earnestness and honesty of his appeal struck all those who heard the Ethridge speech with the fact that the NAB is now in capable and courageous hands. The industry will and can expect Mr. Miller to carry on.

Bad to Worse

THE "informal complaint" situation at the FCC appears to be worse than ever. While Commission spokesmen feel they have ameliorated the evil by introducing a "new policy", from where we sit it looks as if it has only made a bad situation practically intolerable.

Several months ago the practice of meting out temporary licenses to stations upon "informal complaints" was introduced. Any crackpot's kick was accepted, along with all others, as sufficient grounds upon which to penalize stations by giving them a temporary renewal "pending investigation". Now, we understand, the FCC has concluded as policy that stations be given renewals immediately following receipt of complaints, but they will then be investigated, presumably through the FCC field force of inspectors.

More than that, the Secretary's office upon inquiry now has informed stations that henceforth the Commission will not supply any person with copies of complaints, but will request the station to supply information based on them. In other words, it appears the station hereafter will have to fight such complaints completely in the blind.

And, in addition, the FCC now is asking for "verbatim" copies of continuity from stations after receipt of complaints. There is nothing in the law or in the regulations requiring stations to keep transcripts. This, added to the advanced case of jitters suffered by stations over temporary licenses, tends all the more toward fear of censorship.

Reports from the field indicate that inspectors are becoming more active in connection with station investigations, notably on programs. Stations view all this as a furtherance of a subsurface intimidation campaign, a sort of OGPU operation. It certainly is time for establishment of definite policy. If it can't be done by the Commission itself, then we suggest a government-industry conference to clear up the confusion.

What Price Prizes!

IT'S NICE to know that listeners in droves are phoning solutions to guessing programs. That's what they are doing in Atlantic City, where WPG offers dollar bills for first answers to afternoon riddles. Unfortunately, the response got so big that listeners nearly drove the telephone company into the ocean by dialing all but the last digit of the WPG phone number and thus blocking the trunk while they devised answers to riddles.

The Atlantic City problem calls to mind the backfires that stations often encounter in prize programs. In some cases they barely manage to avoid the lottery laws. In others they draw a heavy response at the moment, but the growls of those who failed to win may be too big a price to pay for the good-will created among the comparatively few who win prizes.

We Pay Our Respects To —

EDMUND BIRCH RUFFNER

"WHATEVER your task, whatever your pleasures, whatever your dreams and hopes, do them and do them now. Tomorow may be too late. Even if you don't succeed in accomplishing quite all you hoped to do, make a try with all the zest you're capable of."

This, in his own words, is the philosophy behind the life and success of Edmund Birch (Tiny) Ruffner, Pacific Coast radio manager of Ruthrauff & Ryan Inc., in Hollywood, who since last Oct. 9 has been a vice-president of the national advertising agency.

He's 6 foot, 6¾ inches tall, with curly blonde hair, blue eyes and unfailingly, a big broad smile, and admits that his hobby is building radio personalities. He has been in radio since 1922, starting as a singer in Los Angeles and returning later as an announcer in 1927. Since then Tiny has made quite a name for himself as account executive, announcer and producer. He works like a demon and plays the same way. He believes in organization and delegates duties to his assistants, giving them plenty of authority to carry through. He likes things to run smoothly and is very liable to see that they do.

The son of a newspaperman, Tiny was born in Crawfordsville, Ind., on Nov. 8, 1899, and was baptized Edmund Birch Ruffner. He was only two years old when his family moved to Seattle, so he really considers himself a Westerner. He received his early education in that city, graduating from the Ballard High School in 1917. Immediately afterward he entered the University of Washington. Known through his school days as "Eddie," he left college to join the army in 1918 and as a heavyweight fighter accumulated the nickname "Tiny." Coming out of the army he went to work for the Standard Oil Co. of California as a junior salesman, earning money to pay for singing lessons, with a career as a concert tenor as his goal.

In 1924 Standard Oil Co. pioneered with a show on KFI, Los Angeles. Tiny was chosen as leading man, singing in Victor Herbert and Gilbert & Sullivan operettas. In the meantime he had also earned himself a reputation on the West Coast as a concert singer, so he started looking for new fields to conquer. But before that, in June, 1925, he married Florentine Kowalewska who was studying with the same voice teacher. Leaving his bride in Los Angeles, he went to New York to "crash" the concert and opera stage.

His West Coast press reviews helped him in securing a job with the Schuberts. He was cast in good roles and was quite encouraged, so sent for his bride. Things were looking up for the Ruffners. Then on Christmas Day, 1927, the show Tiny was playing folded in Baltimore. The Ruffner ire was aroused and the stage lost one of its most promising tenors.

Alois Havrilla, whom Tiny had known in his earlier days in the show business, was an NBC New York announcer at this time. Tiny wired him inquiring the possibilities of an announcer's job and was informed that auditions were being held the following day. Tiny hurried to New York, took the audition and became an NBC announcer. For one year and nine months he announced shoes and ships and sealing wax and then quit to sell radio time. He became sales manager of the Judson Program Service Co., formed in New York to develop and sell programs, in the meantime building himself as a radio personality.

Then the networks decided to put in their own production departments. The agencies, sensing the future trend in advertising, started establishing radio departments of their own. The Judson Program Service Co. retired from the field. Tiny had sold Erwin-Wasey & Co. Inc., New York, several shows, so when the break came he joined that agency and was placed in charge of radio for the General Foods Corp. account.

When the sponsor changed agencies and moved to Benton & Bowles Inc., Tiny went with the business as head of radio. Then he really went to work, he admits. Besides announcing and producing, he helped write as many as eight network shows a week, and liked it. *Show Boat*, and *Town Hall Tonight*

(*Continued on page 48*)

Personal NOTES

E. O. SYKES, T. A. M. Craven and Thad H. Brown, members of the FCC, along with members of the Gridiron Club of Washington correspondents and various Government officials, were guests May 11 of Comdr Eugene F. McDonald, president of Zenith Radio Corp., aboard his yacht *Mizpah* on a short cruise down the Potomac. The yacht was in Washington after a Caribbean cruise.

WEBLEY EDWARDS, manager of KGMB, Honolulu, has been elected vice-president of the Honolulu Broadcasting Co., operating KGMB and KHBC, Hilo. He plans to return to Honolulu about mid-June after a six-week business tour in the States. In the May 15 issue of BROADCASTING it was erroneously stated Mr. Edwards had been elected vice-president of Conquest Alliance Co. This error is regretted.

ARTHUR SIMON, formerly with the treasurer's department of NBC and a former newspaperman, has been appointed station manager of WPEN, Philadelphia.

A. D. WILLARD Jr., manager of WJSV, Washington, has been elected second vice-president of the Washington Advertising Club.

RANDALL JESSEE, formerly of KCKN, Kansas City, and KWOS, Jefferson City, Mo., is the manager of the new KWOC, Poplar Bluff, Mo.

AMON CARTER, owner of WBAP and KGKO, Fort Worth, and publisher of the *Fort Worth Star-Telegram* has been elected to the board of directors of the American Airlines.

RALPH SAYRES, formerly sales manager of KYW, Philadelphia, has joined the sales staff of Associated Recorded Program Service, New York.

JAMES A. WARD, with Crossley Inc., New York, for three years, has been named head of the radio division.

STEVENS JACKSON, formerly of Benton & Bowles, has joined the sales department of WHN, New York.

C. H. HACKETT, formerly with Eastman, Dillon & Co., brokers, has joined the sales staff of WMCA, New York.

FRANK E. MASON, vice-president of NBC in charge of international broadcasts, spoke on that topic before the Foreign Traders Association of Philadelphia on May 23.

JOHN R. PATNODE, new to radio, has joined the sales staff of WTAD, Quincy, Ill.

FRED WEBER, general manager of Mutual, is making a tour of stations east of the Mississippi.

C. W. FARRIER, television coordinator of NBC, spoke May 24 before the American Federation of Arts convention meeting in Washington.

FRANK McLATCHY, of the commercial staff of KSL, Salt Lake City, has been elected president of the Salt Lake Advertising Club.

FCC Commissioner Thad H. Brown will address the annual membership meeting of the Radio Manufacturers Association in Chicago, June 7. The RMA convention, to be held with the National Radio Parts Show, will be at the Stevens Hotel, June 7-11.

CHARLES STOOKEY, who formerly conducted the early morning programs on WLS, Chicago, and on KMOX, St. Louis, has returned to KMOX as farm broadcast specialist. He takes charge of the new KMOX farm program which on May 23 was expanded to take in the period from 5:30 to 7 a. m.

LEWIS ALLEN WEISS, general manager of Don Lee network, spoke on "Radio in the General Scheme of Advertising" May 26 before Alpha Delta Sigma, national advertising honorary fraternity. Don E. Gilman, NBC western division vice-president, is president of the fraternity and will preside at its convention sessions June 24-30 in Los Angeles.

EARL E. MAY, president of KMA, Shenandoah, Ia., will receive an honorary degree of Doctor of Laws at the coming commencement exercises of Tarkio College, Tarkio, Mo.

WILFRED GUENTHER, formerly of WSAZ, Huntington, W. Va., and more recently of Frederick W. Ziv Adv. Agency, has been appointed sales promotion manager of WSAI, Cincinnati.

VICTOR L. COHEN of the legal staff of Broadcasting Service Assn. Ltd., owners of 2GB and 2UE, Sydney, Australia, arrived in Hollywood late in May on company business and will continue to New York in mid-June.

GEORGE HARVEY, for the last year assigned to the Mutual Network's western sales staff, has returned to the commercial staff of WGN, Chicago.

A. ERNEST BAGGE, account executive of KHJ, Los Angeles, has joined the CBS Hollywood sales staff.

SYDNEY DIXON, NBC western division sales manager, was guest speaker May 31 at the annual spring meeting of the Junior Division, Los Angeles Advertising Club. He also addressed the California Retail Druggist Association in Long Beach, Cal., May 18.

HERBET LYSER, former associate editor of *Western Advertising* magazine and prior to that with West Coast newspapers, has been appointed to the merchandising department of KSFO, San Francisco, as assistant to Robert W. Dumm, merchandising manager.

L. B. WILSON, president and general manager of WCKY, Cincinnati, was given a surprise birthday party by his staff May 20 when he was lured to the studios at 11 p. m. He participated in a special broadcast which lasted till 5 a. m., his first microphone appearance.

CHARLES KENNEDY, recently associated with KOY, Phoenix, as commercial manager, and formerly of the sales department of WLS, Chicago, has been named commercial manager of KYSM, new local in Mankato, Minn.

BOB DILLON, formerly of WOC, Davenport, and KSTP, St. Paul, has joined the sales staff of KSO-KRNT, Des Moines.

E. A. WEIR, commercial manager of Canadian Broadcasting Corp., has been made supervisor of publicity, with the move of the publicity department from Ottawa to Toronto. F. H. Wooding is acting publicity manager, with headquarters in Toronto.

DAVE DAVIDSON, sales promotion director of Atlas Radio Distributing Corp., Chicago, has resigned to join the sales staff of WJJD, Chicago.

World Fair Relays

JOHN S. YOUNG, radio director of the New York 1939 World Fair, sailed May 17 for Europe on the *Normandie* to arrange for a series of "salutes" to the fair from European countries to start in October. He accompanied Julius S. Holmes, administrative assistant to Grover A. Whalen, president of the Fair Corporation, and they will be joined later by George McAnemy, chairman of the fair's board of directors. A similar tour of South America has been undertaken by Edward F. Roosevelt, the fair's commissioner for Latin America.

Neel Enslen

NEEL ENSLEN, 45, announcer of NBC, after a serious illness was found dead May 22 in his New York apartment where jets on a gas stove had been opened. Mr. Enslen was a native of Ohio and a graduate of Ohio U., of the Eastman School of Music and of Bush Conservatory in Chicago. A baritone, he was an original member of the American Opera Co. He joined NBC in 1929, one of the few anouncers to qualify without previous radio training. He is survived by his widow, the former Beatrice Kneale, musical comedy star.

Where Business Is Good

100,000 modern homes will welcome a personal message from you, and no other medium can give the personal appeal and receive the same welcome accorded WBIG.

Time after time it has been demonstrated by both national and local advertising accounts that WBIG delivers more per dollar than any other method of advertising.

Columbia Broadcasting System, World Broadcasting System, Transradio Press News . . . all give WBIG listeners the widest choice of programs.

REACH NORTH CAROLINA'S RICHEST AND MOST POPULOUS TRADING AREA THRU

WBIG

EDNEY RIDGE, *Director*

IN GREENSBORO, N.C.

CRAIG & HOLLINGBERY, INC., NATL. REPS.

BEHIND the MIKE

JAMES ALLAN has been named program director of WIP, Philadelphia, in line with a reorganization plan. Murray Arnold, former press head, is assistant program director. Marx Loeb has been named production director and Edward Wallis has been appointed night supervisor.

HAL GOODWIN, formerly program director of WNBC, New Britain, Conn,. and later with WMAS, Springfield, Mass., is now chief announcer of the new WHAI, Greenfield, Mass.

VIRGINIA FALLON, formerly of Ruthrauff & Ryan, Chicago, has joined the staff of WCKY, Cincinnati, as secretary to Mendel Jones, program director.

DON SIMS, formerly of CJIC, Sault Ste. Marie, Ont., has joined the announcing staff of CKLW, Windsor.

GUNNAR BACK, formerly of KFAB, Lincoln, Neb., has joined the announcing staff of WXYZ, Detroit.

FRANK RAND, publicity director of CBS-Chicago, discussed methods of radio network publicity and radio as a medium for publicity before a journalism class at Northwestern U. May 17.

R. L. ANDERSON, former continuity head of WNOX, Knoxville, Tenn., has been named production manager, with Charles Davis moving from publicity to continuity.

CY MORGAN has joined WHN, New York, to handle sports and racing programs.

GEORGE C. BIGGAR, program director of WLS, Chicago, and Chuck Acree, director of special events, spoke at the 16th annual convention of the Illinois College Press Assn. at Wheaton College, Wheaton, Ill., in early May.

EMIL CORWIN, of NBC's press department, discussed radio before the dramatic society of Massachusetts State College, at Amherst, May 27.

NATHAN CAPLOW, former continuity director at WAAF, Chicago, and later with D'Arcy Laboratories, Chicago, has opened the Mutual Booking Corp. at 10 N. Clark St., Chicago, with Herbert Daniels Jr., advertising man. The firm will specialize in booking radio and other talent.

DON HOPKINS has been promoted to the captaincy of the night crew of pages at NBC-Chicago, succeeding R. C. Lichtenberg.

JOHN CONTE, Hollywood announcer, has been signed to announce the CBS *Passing Parade* series, with John Nesbitt, which starts July 3 under sponsorship of Gulf Oil Corp.

"The Voice of Northern New England"

WLAW

Estimated Potential Listening Audience

2,300,000 Persons

LAWRENCE Massachusetts

1,000 Watts

680 Kilocycles

Studio Strippers

JUST as Hal Simonds and Ira Walsh of the WFIL sports department went on the air from "B" studio to describe the weighing in ceremonies of Philadelphia's first outdoor boxing card of the season which featured a bout betwen Jimmy Adamick and Al Ettore, the door opened and in trooped a bevy of feminine thespians, rehearsal bound. Things happened fast in the next minute. The air was filled with squeals as 10 brawny leatherpushers in various stages of undress fled for cover. A typist had struck the letter "B" for the dramatic rehearsal instead of the "C" originally assigned.

JOHN THOMPSON has returned to NBC-Chicago as assistant to Kenneth Fry, special events director, and is editing UP copy for newscasts by Fort Pearson on WMAQ, Chicago.

JAMES S. TYLER, formerly managing editor of *Advertising & Selling*, has been appointed director of the trade news division, CBS, succeeding Maury Gaffney, transferred to the promotion copy staff.

ROSANNA ROSS has joined the news bureau of KGER, Long Beach, Cal., as editor of news from the women's angle. She is also commentator on a daily quarter-hour broadcast, *News For Women Only*.

BILL WARE, formerly of WCAU, Philadelphia, has joined the staff of WKRC, Cincinnati, as sportcaster.

JOSE RODRIGUEZ, KFI-KECA, Los Angeles, continuity editor and commentator, will give a series of lectures on music in Hollywood from June 15 to Aug. 15.

BILL TALLEY, formerly of WIBX, Utica, N. Y., has joined the announcing staff of KFRU, Columbia, Mo.

ROBERT YOUNG, new to radio, has joined Don Lee Broadcasting System, Los Angeles, as commentator on the thrice-weekly quarter-hour, *As the Story Goes*. Al Beich writes the series.

ERIC NORMAN, formerly of WHAS, Louisville, and KFXR, Oklahoma City, has joined the announcing staff of WIBW, Topeka, Kan.

KNOX MANNING, CBS Hollywood news commentator, won the competition among western radio personalities to announce a series of commercial motion picture shorts for a national manufacturer.

LARRY GENTILE, announcer of CKLW, Windsor, Ont., is convalescing from an operation on his leg.

MIKE FRANKOVITCH, Los Angeles sports announcer, has started a five-weekly commentary program, *The Coach*, on Don Lee network from KHJ, Los Angeles. He also announces Pacific Coast League baseball on KFAC, that city, under joint sponsorship of B. F. Goodrich Rubber Co., and General Mills.

MILES MANDER, English film actor, has started a weekly quarter-hour commentary program, *A Briton Speaks*, on KFWB, Hollywood.

GEORGE MENARD, formerly of WROK, Rockford, Ill., has joined the announcing and production staff of WLS, Chicago.

DALTEN McALISTER, announcer of WGL, Ft. Wayne, Ind., on its "School of the Air", won second place in the National Speech Contest recently held in Washington.

ROBERT LOUIS SHAYON, producer and director of *Twenty Years Ago & Today*, on Mutual during the winter, has joined the staff of WOR, Newark, as an assistant producer. Henry Morgan, formerly with WNAC, Boston, has joined WOR's announcing staff. Harry Mack, who has been in charge of the station's Newark studios, has resigned and is replaced by Charles Godwin, formerly an announcer in the New York studios. Herb Morrison, announcer who described the Hindenburg disaster, also has resigned from WOR.

LOUIS READ has been named merchandising director of WWL, New Orleans.

SHIRLEY HOSIER, program director of WTAR, Norfolk, Va., recently spoke before the business and professional women's convention in Petersburg.

LEW KENT, announcer of WMAZ, Macon, Ga., will marry Miss Ruth Conradi on Sept. 3.

HAROLD NORMAN, formerly of WIRE, Indianapolis, and KFH, Wichita, has joined the announcing staff of KCKN, Kansas City, Kan.

DON BECKER, executive program director, Transamerican Broadcasting & Television Corp., New York, has added Harry Hoff and Chick Vincent to his production staff.

DON THOMPSON, special events producer and news editor of NBC, San Francisco, has returned to the studios following an influenza attack.

WILLIAM HOLWORTH, who has been handling dance band remotes for various Los Angeles stations, has been added to the announcing staff of KEHE, that city.

LEONARD LAKE, KFI-KECA, Los Angeles announcer, and Sylvia Charlotte Schwartz, will be married in that city June 26.

HELEN HANCOCK, formerly in the production department of WOR, Newark, has joined KMTR, Hollywood.

LOWELL CARTRIGHT GUBBINS, formerly announcer of WOR, Newark, has joined KHJ, Los Angeles, in a similar capacity. He succeeds Floyd Mack, resigned.

EDDIE ALBRIGHT, KNX, Hollywood, writer-producer since 1924 has resigned to free lance.

DOUGLAS EVANS, KFI-KECA, Los Angeles announcer, has been signed by Universal Pictures Corp., Hollywood, for a part in the film "Afraid to Talk".

ROBERT LEWIS, formerly identified with Hollywood film studios, has been appointed radio department manager of H. N. Swanson Inc., Beverly Hills, Cal., talent agency. He succeeds Donald Clark, resigned.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

BERT BUZZINI, who resigned several months ago to study law at the University of California, has rejoined the announcing staff of KYA, San Francisco, for the summer months, succeeding Richard Moyes Deasy, who plans to leave for Honolulu. Cleone Smith, formerly of KOIL, Omaha, has been named night receptionist, succeeding Mrs. Edna Herold, resigned. Miss Helen Hess is the new daytime receptionist, succeeding Frances Pike, who was transferred to the program department to succeed Gladys Boyd, resigned.

CHESTER SMITH, musical director of KFRC, San Francisco, won first place with his yacht in one of the Corinthian Yacht Club races on San Francisco Bay recently. Rupert Pray, of the KFRC production staff, was a member of the crew.

KEN ELLINGTON, roving reporter of WBBM, Chicago, has announced his engagement to Miss Harriet Bradbury, daughter of Prof. C. E. Bradbury of the University of Illinois.

BILL DAVIDSON, announcer of KFRC, San Francisco, recently returned to his duties following an appendectomy.

IRVIN CARLSON, announcer, formerly with KSRO, Santa Rosa, Cal., recently resigned to go to Hollywood.

GILBERT LANG, formerly of KRE, Berkeley, Cal., and KDB, Santa Barbara, has joined KSRO, Santa Rosa, as announcer-producer.

WILLIE WELLS, guitar player of Houston, Tex., has joined the talent staff of KWTO-KGBX, Springfield, Mo. Lloyd Hansuid, former radio star of Kansas City and Chicago, has also joined the KWTO-KGBX talent staff.

Don Lee Restricts Discs To Feature Live Talent

ELABORATION of live talent and discarding of all transcribed programs except those contracted under commercial sponsorship, has been adopted as policy by Don Lee Broadcasting System, Los Angeles. KHJ, Los Angeles, key station, has replaced its staff orchestra of 25 and Director Frederick Stark with smaller groups and ensembles.

This does not reduce musical expenditure, according to Lewis Allen Weiss, general manager, but instead gives employment to more musicians. Agreement with the American Federation of Musicians calls for an expenditure of $84,000 annually by Don Lee.

Committee to Name

JOINT Committee on Radio Research probably will meet in New York June 3 to select a successor to Paul Peter, executive secretary of the group who has had active charge of its research projects and who leaves June 1 to take over the post of research director of the NAB. President John Benson is now contacting the members to select a satisfactory date for the meeting, probably June 3, so that Arthur Church, KMBC, and J. O. Maland, WHO, may attend by coming to New York on their way to the reallocation hearings in Washington, June 6. In addition to choosing a new secretary, the Committee will also discuss the future course of its investigations in the field of radio coverage through which it is hoped to establish a uniform yardstick which will be applicable to all stations.

THE FCC on May 16 authorized Leonard A. Wilson, operator of KGIW, Alamosa, Col., to withdraw his application to sell the station to John L. and William A. Dier, publishers of the *Alamosa Daily Courier*.

FOOD FAIR RECORD
Spot Campaign Brings Crowds To Providence Event

ALL attendance records were broken at the mid-May food show staged by the Rhode Island Food Dealers Association, which attributes the success of the event to radio promotion on WJAR, WEAN and WPRO. The appropriation was divided evenly among the stations and each cooperated in supporting the exposition.

Big baskets of food were awarded to station commentators who took part in programs. The spot copy stressed time, place and special features and advised listeners to get part-paid complimentary admission tickets from grocers. No mention of door prizes was made but samples, souvenirs and gifts were discussed on the air.

THE 21st season of summer Stadium Concerts will be broadcast exclusively on CBS Sunday evenings beginning June 26 for eight weeks.

Sweetheart's New List

MANHATTAN SOAP Co., Brooklyn (Sweetheart soap), continuing its plan of using stations in all cities of 25,000 or more in various sections of the country in six-week shifts, on May 15 started on a new list of 26 stations mostly in New York and New England. One-minute dramatized transcriptions are broadcast six times a week in conjunction with a one-cent sale in each city. The next territory to be covered will be Indiana and southern Ohio. Peck Adv. Agency, New York, is in charge; stations are: WOKO WGY WSYR WFBL WLEU WKBN WGAR WTAM WADC WBEN WGR WKBW WEBR WJTN WHAM WHEC WNBF WESG KDKA WCAE KQV WJAS WWSW WWVA WJAC WFBG.

THE 1938 National Radio Parts Trade Show will be held at the Stevens Hotel, Chicago, June 8-11 under sponsorship of the Radio Manufacturer's Association and Sales Managers Club.

White Pine Series

WHITE PINE BUREAU, Toronto, has started weekly five-minute transcribed talks on the uses of white pine, to run for 13 weeks on CFCF, Montreal; CKCL, Toronto; CFCO, Chatham; CKOC, Hamilton; CKCR, Kitchener; CBO, Ottawa; CKPC, Brantford. Associated Broadcasting Co., Toronto, made the recordings and placed the account.

WALTER BIDDICK
COMPANY

RADIO STATION REPRESENTATIVES
LOS ANGELES
SAN FRANCISCO
SEATTLE

LISTENER PREFERENCE

for

IN ST. LOUIS

PROVED AGAIN

Thirteen citations for merit by the Women's National Radio Committee were given to programs broadcast by KSD.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Midwest Educators Plan School-Radio Conference

UNDER auspices of the Chicago Radio Council the first Midwestern School - Broadcasting Conference will be held in Chicago June 18-19. Representatives from colleges and high schools will meet with station and agency men to discuss the practical phases of radio in education. The conference program will include forum discussions of educational continuity, production, schoolroom radio equipment.

Speakers scheduled for the conference are James Whipple of Lord & Thomas; Clarence Menser, NBC program director central division; Urvan Johnson of WBBM; David E. Strom, director of audio-visual education of Minneapolis public schools; William Robson, CBS director of the Columbia Workshop; Miss Luella Hoskins, radio division of Chicago public schools. Conference headquarters are in the Civic Opera Building, Chicago.

Ethridge Asks for Policies

(*Continued from page 28*)

is a slow development of a people who reflect their tastes through media which they support. Congress could pass all the laws on earth and the Commission could exhaust all the unwritten rules in a command to radio to turn on culture and yet, in the end, the radio would reflect only that cultivation which the American people have attained.

"We have gone as far as we have toward cultivation in this country by encouraging and supporting the play of creative mind. There have been sour notes; there will be sour notes as long as books are written, as long as plays are staged, as long as movies are made, as long as painters are free to follow the fancies of their minds, but after all, we have come a long way since our wilderness days. The most stifling thing that could happen to radio, the thing that would guarantee its failure to achieve its possibilities as a medium of public appreciation of cultural things, would be to impose *a priore* any sort of stifling regulations concerning program content. A creative artist can not work in a vacuum. The public has the most potent method of enforcing censorship; in radio it has the perfect method. The broadcaster wants the public to be his censor.

Not a Prisoner

"The broadcaster wants a greater feeling of security. He wants to feel that he is, before the Commission, not a prisoner at the bar, but indeed an officer of the court and a friend of the court and the people. He wants to feel that the Commission is not only in law but in thought judicial in its considerations and that no member of the Commission has any attitude except that of judicial determination of the merits of a case.

"Responsible broadcasters would like to feel that the era of political pressure is at an end; that cases which are brought to hearing before the Commission are decided upon merit, rather than upon any other consideration. They admit that they have used political pressure in the past, but they would like for those who charge them with playing politics to face the stark reality that they would not have played politics unless politics had availed them in the past. Broadcasters with whom I have talked would like nothing better than to feel that the regulatory policy affecting them would be laid with even hand upon all alike. That may be Utopian; I do not know. What I do know is that no applicant would try to supplement his case with any sort of pressure if he had the firm conviction that pressure was no substitute for merit; if, indeed, he knew that outside pressure would prejudice his case.

"But that is not the only element of uncertainty in the industry. The broadcasters want an alteration of present procedure on temporary licenses and a lengthening of the term of the license. The present procedure on temporary licenses is to their minds, grossly unfair, unjustifiable and even whimsical, in that it dignifies and encourages irresponsible complaints."

Short-Term Evils

Mr. Ethridge's final theme was on the six-month license. Projecting the viewpoint he has previously espoused, he said the short tenure results in an additional burden of expense both upon the Commission and upon the broadcasters. Radio, he added, is probably the only major industry forced to operate, even theoretically, upon a six-month license when the law prescribes a three-year tenure.

"Certainly, it cannot be in the public interest for a business with such a great investment to have any uniform element of uncertainty, applicable to all stations and to all owners."

In enumerating the evils of the short tenure, Mr. Ethridge declared it operates against the public interest in that it tends to foster rather than discourage exploitation of facilities. A great number of broadcasters are still in the red on their total investment, by virtue of the high rate of obsolescence and the high depreciation charges and each new major engineering advance, he said, requires an outlay of large sums of money and broadcasters desire to take advantage of every new facility for improvement of broadcasting. Thus, he said, the broadcaster is confronted on the one hand with the necessity for these outlays if he is to keep pace with technological advances, and on the other he has the uncertain and hazardous factor of a short-term license.

Moreover, the NAB president stated, the short-term license is contrary to public interest, whatever its purpose, because it is "an effective threat over the control or management of a station." After the Commission has established the responsibility of applicants as it does in its hearings, they should feel free to operate their own property within the limits of the regulations and within the bounds of good business and public morals. They should not be confronted eternally by the spectre of potentially arbitrary action on the part of the regulatory body. In conclusion, Mr. Ethridge made a plea for friendly cooperation.

"What the NAB does want is to be helpful to the Commission; to give it advice that comes out of operating experience; to be regarded as friends, rather than as enemies; to be allowed to express our own ideas without having it felt that we are as an industry either sinister or wholly self-centered in greed.

"The Commissioners having all power, can set the entire tempo of relationship between themselves, the attorneys who practice before them, and the broadcasters. I hope that tempo will be friendly and helpful to all of us. I can assure you that if it is, the broadcasters will meet it in that spirit."

EDDIE CANTOR, star of *Cantor's Camel Caravan* on CBS, is searching for juvenile talent, auditions to be held by Jesse Block and Eve Sully starting May 31. Applicants are to present themselves at Studio 5, CBS Bldg., New York.

The Only Network Stations within 175 mile radius of Shreveport. Full time Columbia and N.B.C. Red and Blue Networks.

COMPLETE NETWORK COVERAGE
MEANS COMPLETE SALES COVERAGE

In the Center of the World's Greatest Oil and Gas Area

KWKH
10,000 WATTS CBS

REPRESENTED BY
THE BRANHAM CO.

KTBS
1,000 WATTS NBC

SHREVEPORT • LA •

High Readership Shown For Chicago Radio News

WITH newspapers all over the country either deleting or reducing their radio columns, a recent impartial survey made by the *Chicago Times* refuted the statement made by many newspaper publishers that their radio columns have very few readers. The *Times'* survey indicates that its radio column polled highest readership among individual columns while daily program listings proved to be the second most widely read portion of the entire newspaper, being slightly topped only by the tabloid's picture page. The latter scored 92% in the *Times* poll of its 361,000 readers while the program listings rated 91%. The gossip column, *Listen In*, conducted by Bill Irwin, who uses the nom de plume of Don Foster, rated 78%.

The survey was made by sending 30,000 readers a "confidential ballot" stuffed in the paper. To obtain complete coverage of every section of the city and get a real cross section of opinion, ballots were received by both home delivery readers and news stand buyer. Distribution was arranged in all neighborhoods—poor, middle class and wealthy.

As a result of the survey, the *Times* increased its radio space. The *Chicago Evening American* has also increased its radio space by increasing the size of type used in the program listings from the small agate to a larger type face. The *Daily News*, however, has eliminated its radio gossip column, continuing only the program listings.

Coast Radio Give-Away

RADIO NEWS is featured in *Fan Fare*, a weekly give-away magazine, which made its debut in San Francisco recently. The periodical, also containing a generous sprinkling of movie notes and household news, is distributed through more than 700 independent grocers in Northern California. Richard F. Guggenheim, who operates Guggenheim Adv. Agency in San Francisco, is publisher. He charges the grocers a fraction of a cent per copy. The initial copy contained 16 pages, with food ads and various feature articles, including radio features, pictures and logs.

M. E. WALKER, commercial manager of WIBA, Madison, Wis., and president of WSAU, Wausau, Wis., together with M. F. Chapin, chief engineer of WIBA; Wayne W. Cribb, general manager of WSAU, and D. R. Burt, program manager of WSAU, are disclosed as principals in an FCC application for a new 250-watt daytime station on 570 kc. in Marinette, Wis.

WRITE for bulletin listing complete line of Water and Air Cooled Transmitting Tubes.

AMPEREX ELECTRONIC PRODUCTS, Inc.
79 Washington St.
Brooklyn, N. Y.

Women and Sport

WITH revived interest in baseball in Central Illinois, the makers of "Cosmetics for Madame" are capitalizing in feminine sport enthusiasm by offering Grover Cleveland Alexander on WCBS, Springfield, three afternoons a week. The great Alex tells stories from his colorful career and advises youngsters on how to play the diamond sport. He is interviewed by Sig Roush. Besides this series, the firm sponsors John Preston, film actor, in a thrice-weekly Hollywood chatter program.

Gilmore's Radio Log

GILMORE OIL Co., Los Angeles, to fill the void left by withdrawal of radio news and comment from Los Angeles and other Southern California newspapers, is publishing a weekly illustrated eight-page tabloid, mastheaded *Mike*. Tabloid contains logs, commentary columns and general radio news of all Los Angeles county stations. There is no advertising and only casual mention is made of Gilmore petroleum products and NBC *Gilmore Circus* which the firm sponsors. Distribution is free through Gilmore service stations. Bernie Milligan, formerly *Los Angeles Examiner* radio editor, edits the weekly publication.

Inland Press Discusses Radio Publicity Question

JOE M. BUNTING, general manager of the *Bloomington* (Ill.) *Pantagraph*, criticized free promotion of radio advertisers by newspapers during a quiz period at the spring convention of the Inland Daily Press Association held in Chicago May 18-19. He said that since his paper banned all radio publicity in 1932, circulation has gone up rather than down and is now at an all-time high.

Other newspaper executives at the meeting felt that radio advertising, limited by the fact there are only 24 hours in each day, is nearing its peak, and that the publishers would make headway by stressing that newspapers are read by choice and at the reader's leisure.

W
L
B
C

TEST the typical American City

MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

SOUTH TEXAS
TELLS US —

Now we're telling you!

Dominant
IS THE WORD!

PROGRAMS

"KTSA's programs have more interest . . . we like 'em!."

. . . **more local commercial programs than any network station in Texas** . . . ten times as many as the nearest network station in San Antonio . . . **plus a full CBS schedule.**

SHOWMANSHIP

"enjoyed your 'special events' program again last evening . . . they are always **TOPS**!"

Whatever and wherever it happens, KTSA is there. At the railroad station, on the street, from the convention floors, in the hotel lobbies. . . . **KTSA broadcasts it while it IS news.**

LARGE, EFFICIENT PERSONNEL

"Our organizatiin was surprised at the extent of your services, until our visit to your offices . . . a large, efficient staff. . . ."

42 people to serve you. . . . **The most complete radio staff in South Texas**, offers KTSA advertisers thorough service . . . from first contact to final broadcast.

COVERAGE

"fine to know that one San Antonio station can be heard out this far." . . . (500 miles west)

Our field intensity survey last year showed KTSA's South Texas coverage better than higher-powered network station. Recently, CBS called our hand, said **our actual listening area is even GREATER than field survey showed.**

LISTENERS

"I feel right at home driving in the Rio Grande Valley, listening to my favorite KTSA programs."

Listeners like us—like our announcers, know them by name. **That big "listener family" likes the way we do things for them.** Lots of them come by to visit us, ask about this program, about that singer, get acquainted face to face.

ULTRA MODERN EQUIPMENT

"we always use KTSA in demonstrating our new high fidelity receiving sets. . . ."

High fidelity from start to finish . . . modern studios and offices in the Gunter Hotel, center of everything in San Antonio . . . **KTSA is a model radio station.**

RESULTS THAT PLEASE

"Thank you for selling us this program. Attached is renewal contract. . . ."
"you folks operate a radio station after our own heart. . . ."

KTSA's audience is responsive and faithful to the station they admire . . . when KTSA tells, it SELLS!

KTSA

THE MOST EFFICIENT★ 500 WATT
STATION IN THE UNITED STATES
SAN ANTONIO, TEXAS

★ *Reason Why—*
ON 550
KILOCYCLES
—ask any radio
engineer

THE SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • LOS ANGELES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp*—*studio programs
t*—*transcriptions
sa*—*spot announcements
ta*—*transcription announcements

KNX, Hollywood

Ramirez & Feraud Chili Co., Ventura, Cal., (Las Palmas canned food), 6 weekly *sp*, thru Hillman-Shane Adv. Agency, Los Angeles.

Nu-Enamel Pacific Corp., Los Angeles (paints), 6 weekly *sp*, thru Advertising Arts Agency, Los Angeles.

Coast Federal Savings & Loan Assn., Los Angeles (loans), 6 weekly *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.

Crown Products Corp., Los Angeles (Sani-Clor bleaching & washing fluid), 6 weekly *sp*, direct.

Fisher Flouring Mills Co., Seattle (flour), 6 weekly *sp*, thru McCann-Erickson, Seattle.

KPO, San Francisco

J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil), 2 weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.

American Tobacco Co., New York (Lucky Strike), 11 weekly *sa*, thru Lord & Thomas, N. Y.

Johns-Manville Corp., New York (building materials), 4 weekly *t*, thru J. Walter Thompson Co., N. Y.

Bulova Watch Co., New York (watches), 30 weekly *sa*, thru Biow Co., N. Y.

Johnson, Carvel & Murphy, Los Angeles (Kellogg's ant paste), weekly *sp*, thru Wm. A. Ingoldsby Co., Los Angeles.

Albers Bros. Milling Co., Seattle (cereals), weekly *sp*, thru Erwin, Wasey & Co., Seattle.

Cardinet Candy Co., Oakland (candy bars), weekly *sp*, thru Tomaschke-Elliott Inc., Oakland.

KYA, San Francisco

Unity School of Christianity, San Francisco (religion), 6 weekly *sp*, thru R. H. Alber Adv., San Francisco.

Standard Beverages, Oakland (Par-T-Pak), 60 weekly *sa*, thru Emil Reinhardt Agency, Oakland.

Electric Appliance Society of Northern California, San Francisco, 10 *sa*, thru Jean Scott Frickelton, San Francisco.

B. F. Goodrich Rubber Co. (Oakland dealers), weekly *sp*, direct.

7-Up Bottling Co., San Francisco (soft drinks), 4 *sa*, thru Allied Adv. Agencies, San Francisco.

Star Outfitting Co., San Francisco (clothing stores), 15 *sp*, thru Allied Adv. Agencies, San Francisco.

Hollywood Knickerbocker Hotel, Hollywood, 5 weekly *sa*, thru Harry Atkinson Inc., Los Angeles.

CKGB, Timmins, Ont.

Rolex Watch Co., Toronto, 26 *ta*, thru E. W. Reynolds & Co., Toronto.

Radio College of Canada, Toronto, daily *sa*, thru Norris-Patterson, Toronto.

KEHE, Los Angeles

Popular Foods, Los Angeles (Kongone), 5 weekly *sp*, thru R. H. Albers Co., Los Angeles.

WNAC, Boston

Hecker Products Corp., New York (Force), 25 *ta*, thru Erwin, Wasey & Co., N. Y.

KBTM, Jonesboro, Ark.

Griesedick Bros., St. Louis (beer), daily *sp*, thru Anfenger Adv. Agency, St. Louis .

General Mills, Minneapolis (Wheaties), all St. Louis Cardinals home games, thru Knox-Reeves, Minneapolis.

Central Distrib. Co., St. Louis (Grand Prize, Tast-Good food), 6 weekly *sp*, direct.

Lightfoot-Howse Commission Co., Memphis, daily *sp*, direct.

National Oats Co., E. St. Louis (Corno feed), 6 weekly *sa*, direct.

Happy Mills, Memphis (feed), 6 weekly sa, direct.

Dixie Greyhound Lines, Memphis, 21 weekly *sa*, direct.

KFRC, San Francisco

Progressive Optical System, San Francisco (optical store chain), 3 weekly *sp*, thru Emil Reinhardt Adv., Oakland, Calif.

American Tobacco Co., New York (Lucky Strike), 6 weekly *ta*, thru Lord & Thomas, N. Y.

White Laboratories, New York (Feenamint), 25 weekly *sa*, thru William Esty & Co., N. Y.

Industrial Training Corp., Chicago (school), 4 weekly *t*, thru James R. Lunke & Associates, Chicago.

United Air Lines Corp., Chicago (air transportation), 5 weekly *ta* and *sa*, thru J. Walter Thompson Co., Chicago.

Star Outfitting Co., San Francisco (clothing store chain), 15 *sa*, thru Allied Adv. Agencies, Los Angeles.

WHO, Des Moines

Schlitz Brewing Co., Milwaukee, 6 *sp*, thru dealer.

Oshkosh Overall Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls), weekly *sa*, thru Ruthrauff & Ryan, Chicago.

Father Charles E. Coughlin, Detroit, 26 *sp*, thru Aircasters Inc., Detroit.

Rev. John Zoller, Detroit, 26 *sp*, thru Aircasters Inc., Detroit.

WFIL, Philadelphia

R. J. Reynolds Tobacco Co., New York (George Washington smoking tobacco), daily *sp*, thru Wm. Esty & Co., N. Y.

WMCA, New York

Modern Living Health Institute, New York, 3 weekly *sp*, 52 weeks, thru C. E. Hood & Co., N. Y.

Community Opticians Brooklyn, N. Y., 5 weekly *sp*, 52 weeks, thru Commonwealth Adv. Agency, Boston.

Fruit Industries Ltd., New York, 6 weekly *sp*, thru Lawrence Fertig & Co., N. Y.

WHN, New York

Community Opticians of Brooklyn, N. Y., 6 weekly *sp*, thru Commonwealth Adv. Agency, Boston.

Wilbert Products Co., New York (No Rub Shoe White), 13 *sp*, thru W. I. Tracy, N. Y.

Quality Laundry Service, New York, 3 weekly *sp*, 13 weeks, thru Redfield-Johnstone, N. Y.

WIP, Philadelphia

R. J. Reynolds Tobacco Co., New York (George Washington tobacco), 10 weekly *sa*, thru Wm. Esty & Co., N. Y.

Varady of Vienna, Chicago (cosmetics), 3 weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.

WOR, Newark

Fischer Baking Co., Newark, weekly *sp*, thru Neff-Rogow, N. Y.

Lewis-Howe Co., St. Louis (Tums), weekly *t*, thru H. W. Kastor & Sons Adv. Co., Chicago.

Industrial Training Corp., Chicago, weekly *t*, thru James R. Lunke & Assoc., Chicago.

KQW, San Jose

Montgomery Ward, San Jose (department store), 2 weekly *sa*, direct.

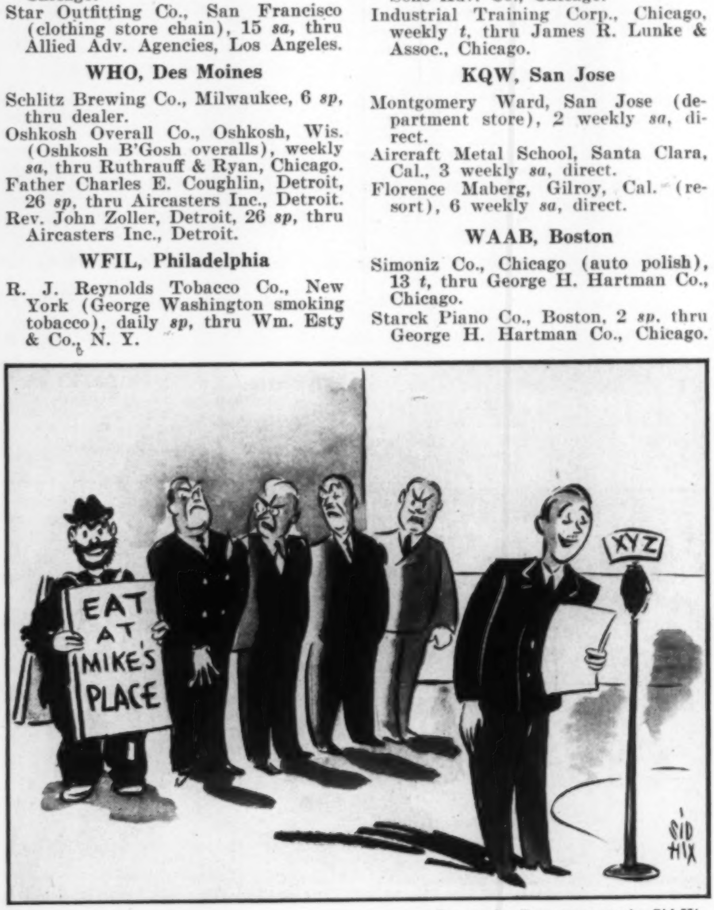
Aircraft Metal School, Santa Clara, Cal., 3 weekly *sa*, direct.

Florence Maberg, Gilroy, Cal. (resort), 6 weekly *sa*, direct.

WAAB, Boston

Simoniz Co., Chicago (auto polish), 13 *t*, thru George H. Hartman Co., Chicago.

Starck Piano Co., Boston, 2 *sp*, thru George H. Hartman Co., Chicago.



Drawn for BROADCASTING by Sid Hix

"This Week Our Spelling Team Consists of Five Advertising Men."

WJJD, Chicago

Axton-Fisher Tobacco Co., Louisville (Spud), daily *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Consolidated Cigar Corp., New York (Harvester cigars), daily *sp*, thru Erwin, Wasey & Co., N. Y.

General Tire & Rubber Co., Akron, daily *sp*, thru D'Arcy Adv. Co., St. Louis.

Consumers Insulating & Roofing Co., Chicago (roofing), 3 weekly *sp*, thru Selviair Broadcasting System, Chicago.

WIND, Gary

Prima Brewing Co., Chicago (beer), daily *sp*, thru Bozell & Jacobs, Chicago.

Illinois Automobile Club., Chicago (auto club), weekly *t*, thru Baggaley, Horton & Hoyt, Chicago.

Morris B. Sachs, Chicago (clothing store), daily *sa*, thru Schwimmer & Scott, Chicago.

Dodge Dealers Assn., Chicago, 3 daily *sa*, thru Ruthrauff & Ryan, Chicago.

WGN, Chicago

Joe Lowe Corp., New York (Popsicle), 3 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Walgreen Co., Chicago (ice cream), daily *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

Feldman Petroleum Co., Chicago (gas stations), daily *sa*, thru Selviair Broadcasting System, Chicago.

WFAA-WBAP, Dallas-Ft. Worth

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 weekly *t*, thru Young & Rubicam, N. Y.

Joe Lowe Corp., New York (Popsicles), 3 weekly *t*, thru Blackett-Sample-Hummert, N. Y.

American Stove Co., Cleveland (Magic Chef), weekly *t*, thru BBDO, N. Y.

KFYR, Bismarck

American Tobacco Co., New York (Luckies), *t* series, thru Lord & Thomas, N. Y.

Firestone Tire & Rubber Co., Akron, 2 weekly *t*, thru Sweeney & James, Cleveland.

International Harvester Co., Chicago, *sa* series, thru Aubrey, Moore & Wallace, Chicago.

KJBS, San Francisco

Eggo Milling Co., San Jose, Cal. (prepared flour), 5 weekly *sa*, thru N. W. Ayer & Son, San Francisco.

Samaritan Institute, San Francisco, 5 weekly *t*, thru Allied Adv. Agencies, San Francisco.

Laura Lee Candy Co., San Francisco (candies), weekly *sa*, direct.

KFI, Los Angeles

Lambert Pharmacal Co., St. Louis (Listerine shaving cream), weekly *t*, thru Lambert & Feasley, N. Y.

Nash-Kelvinator Corp., Kenosha, Wis. (autos), 3 weekly *sa*, thru Geyer, Cornell & Newell, N. Y.

Glass Container Assn., Toledo (bottles), 2 weekly *t*, thru U. S. Adv. Corp., Toledo.

CFCH, North Bay, Ont.

Libby, McNeill & Libby, Chatham, Ont., 6 weekly *sa*, thru McConnell, Baxter & Eastman, Toronto.

Radio College of Canada, Toronto, daily *sa*, thru Norris-Patterson, Toronto.

WFLA, Tampa

Gulf Oil Corp., Pittsburgh (Gulfspray), 2 weekly *t*, thru Young & Rubicam, N. Y.

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), *sa* series, thru Compton Adv. Inc., N. Y.

CJKL, Kirkland Lake, Ont.

Libby, McNeill & Libby, Chatham, Ont., 6 weekly *sa*, thru McConnell, Baxter & Eastman, Toronto.

Lever Bros., Toronto, 5 weekly *sa*, thru J. J. Gibbons Ltd., Toronto.

Studio Notes

ACCORDING to present plans, new KSFO-CBS studios in the Palace Hotel, San Francisco, will open in mid-July. Rapidly nearing completion are several dozen private offices, six studios, an electrical workshop and other quarters. Two of the studios are as large as small theatres. Special features will include floating walls, felt-lined air vents, new-style volume-indicators for control rooms. The studios and control rooms will be separated by two parallel panels of glass less than an inch apart. The new quarters will cover one end of the new studio construction, with a single room set aside exclusively for teletype machines with which the chain keeps in touch with affiliated offices.

TWO programs of unusual nature were recently broadcast on WSM, Nashville. During Music Week, 65 local musicians rehearsed six hours for a half-hour program and donated their services. On the second program 20 old ladies from the local Old Ladies Home were featured in a concert.

WMBD, Peoria, Ill., was responsible for helping the local police catch a thief when it aired a wanted notice the other night, had a call 10 minutes later saying that the suspect was working in the listener's home.

KSOO, Sioux Falls, S. D., recently broadcast an emergency call for local Boy Scouts to help in the search for an amnesia victim. Within 10 minutes 50 scouts volunteered.

UNUSUAL contest was held by WCKY, Cincinnati, recently when 12 local car salesmen were given two minutes each to tell why his particular car was the "best buy." Listeners were asked to vote for the most convincing salesman.

CAMPAIGN for four new buildings for George Pepperdine College, Los Angeles, is broadcast weekly on KFWB, Hollywood.

CKGB, Timmins, Ont., announces that its studios have been rebuilt and acoustically treated.

MERCURY THEATER, New York, producer of the current Broadway successes, "Julius Caesar" and "Heartbreak House" under the direction of Orson Welles, on May 22 started its first radio series, *Shakespeare's England*, on WEVD, New York.

CAL TINNEY, columnist and humorist, is the star of NBC's new series of novelty programs, *If I Had the Chance*. Celebrities in all walks of life are interviewed on what they wish they had done with their lives.

WHN, New York, on May 28 started a regular schedule of opera broadcasts from the New York Hippodrome. Two hours of opera are to be heard each Saturday and Sunday.

GROUND for the new transmitter of WWL, New Orleans, was broken May 23 by Victor D'Geralamo, mayor of Kenner. Located near Lake Pontchartrain, the new transmitter will go on the air in early fall.

WOPI, Bristol, Tenn., will celebrate its ninth anniversary June 15 with a 24-hour broadcast including speeches by the governors of Virginia and Tennessee. WLW, Cincinnati, and WSM, Nashville, will salute WOPI with special programs.

TO ASSIST the listener in following the trend of world events on his broadcasts over WMCA and the Intercity network, Johannes Steel, WMCA foreign news commentator, is furnishing his audience a 21 x 28-inch political map of Europe indicating the boundaries before and after the World War.

WTMV, E. St. Louis, celebrated its third anniversary May 19 with a series of special broadcasts, including a resume of the station's history by William H. West, general manager.

WHEN excessive rains sent the Mississippi on a rampage near Aitken, Minn., the other day, WCCO, Minneapolis, rushed its crew the 150 miles for an on-the-scene broadcast of the flood.

News From Sky

NEWS fell out of the sky and brought a scoop to the front door of KRSC, Seattle, the other afternoon. KRSC is situated on the shores of Lake Union and when an airplane fell into the lake killing two persons, Announcers Ted Bell and Robert Ferguson described the catastrophe from the studio window.

THE NBC publicity department has taken over the letter-answering section of the audience mail department. Lenox Lohr, NBC president, believes the audience contact to be a public relations job and as such belongs in the publicity department.

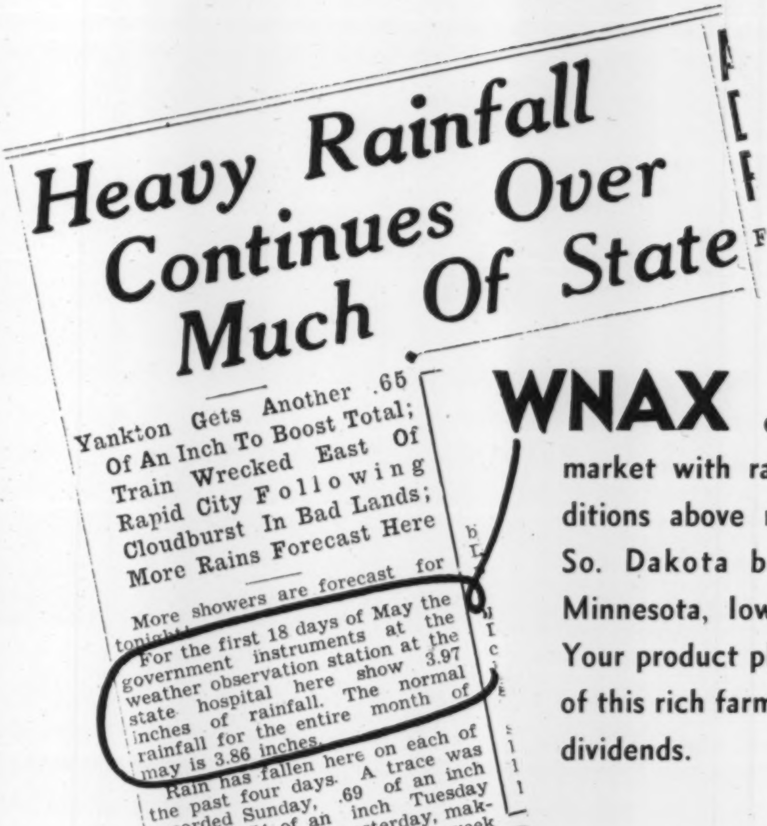
CELEBRATING the 100th day that no lives had been lost in Providence traffic accidents—a record for cities its size—CBS broadcast a special program from WPRO, Providence, during which the mayor, fire and police chiefs spoke and a near-accident was dramatized.

Townsend Renews

MISUNDERSTANDING between Dr. Francis E. Townsend, old-age pension advocate and Don Lee Broadcasting System, Los Angeles, caused by the latter censoring portions of a sponsored program, has been straightened out [BROADCASTING, April 15]. As a result the weekly quarter-hour *Townsend Radio Club* program, cancelled following the difficulties, was renewed May 16 for 52 weeks on 11 California Don Lee network stations under continued sponsorship of Prosperity Publishing Co., the contract having been signed by Lisle Sheldon Adv., Los Angeles agency.

AN INDICATION that the CBS concerts of the New York Philharmonic Symphony Society "are growing in favor" appears in the annual report by Marshall Field, president, who says more than 25,000 letters were received this year, and that nearly 10,000 listeners contributed financial support, 2,845 more than in the previous season.

5000 Watts (L.S.)
1000 Watts Night
WNAX
570 Kilocycles
Yankton, So. Dakota



Heavy Rainfall Continues Over Much Of State

Yankton Gets Another .65 Of An Inch To Boost Total; Train Wrecked East Of Rapid City Following Cloudburst In Bad Lands; More Rains Forecast Here

More showers are forecast for tonig

For the first 18 days of May the government instruments at the weather observation station at the state hospital here show 3.97 inches of rainfall. The normal rainfall for the entire month of may is 3.86 inches.

Rain has fallen here on each of the past four days. A trace was recorded Sunday, .69 of an inch Monday, .54 of an inch Tuesday and .65 of an inch yesterday, making almost two inches for the week to date.

Total precipitation here since the first of the year is 8.30 inches, providing an excess over normal of 1.07 inches.

Roadbeds Soft

WNAX offers a greater market with rain and crop conditions above normal. Not only So. Dakota but No. Dakota, Minnesota, Iowa and Nebraska. Your product placed in the heart of this rich farm area will pay you dividends.

Representatives
HOWARD H. WILSON CO.
Kansas City - Chicago - New York

Results COUNT MOST
WABY
Albany • New York
NBC Blue
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

Radio Advertisers

LOUDEN PACKING Co., Terre Haute, Ind. (canned foods), has appointed Reincke-Ellis-Youngreen & Finn, Chicago, as advertising agency with R. S. Ghiselin, vice-president and account executive. Quarter-hour and 30-minute programs will be used in metropolitan markets this summer for Doggie Dinner. The cost of the radio advertising will exceed that of the newspaper advertising, which runs 10,000 lines annually. Mr. Ghiselin said Louden will add new canned products to its line.

GEORGE WESTON Ltd., Toronto (biscuits), is running test program with close dealer tie-up at CHML, Hamilton, Ont., where interviews from local grocery stores are aired twice weekly, and from CHNS, Halifax, N. S., where daytime interviews in grocery stores are recorded for evening broadcasting. Cockfield, Brown & Co., Toronto, handles the account.

AFFILIATED SALES Co., New York (Loxol Oil Shampoo Tint), sponsoring twice weekly the piano team of Fray & Braggiotti, with Bob Carol vocalist, in a quarter-hour transcribed series under title *Glamo Rhythm* on KSFO, San Francisco and KNX, Hollywood, on May 18 renewed for 13 weeks as a live talent program. Series emanates from Hollywood on the two CBS stations, Wed. and Fri., 11:15-11:30 a. m. Transcriptions of the California broadcasts are sponsored twice weekly on KRLD, Dallas. Milton Weinberg Adv. Co., Los Angeles, has the account.

CHEVROLET Dealers of Southern California, Los Angeles, in a five-week campaign which ends June 16 is using 35 and 100-word announcements five times daily on KHJ, KGB, KFXM, KPMC, KXO, KVOE. Agency is Campbell-Ewald Co., Los Angeles.

CALIFORNIA FLYERS Inc., Inglewood, Cal. (school of aviation), an occasional user of radio time, is using a thrice-weekly quarter-hour program, *Question & Answer Machine*, on KMPC, Beverly Hills, Cal., in a four-week test campaign, which started May 18. McCarthy Co., Los Angeles, has the account.

POPULAR FOODS Inc., Los Angeles (Congoin), out of radio for the last year, on May 16 started sponsoring a five-weekly ten-minute news broadcast, *News By Air*, on KEHE, that city. Contract is for 13 weeks with Jerry Mohr featured as commentator. Agency is R. H. Alber Co., Los Angeles.

NU-ENAMEL PACIFIC Corp., Los Angeles, out of radio for some time, on May 9 started daily participation in the combined *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood. Contract is for 52 weeks. Advertising Arts Agency, Los Angeles, has the account.

COCA COLA Co. of Canada has renewed for six months the transcription series *Singing Sam* on CBO, Ottawa; CFCF, Montreal; CFRB, Toronto; CJRC, Winnipeg. The Toronto office of D'Arcy Adv. Co., St. Louis, placed the account.

PURITY BAKERIES, Toronto (chain bakers), is running 15 minutes of home economics talks three times weekly over CFRB, Toronto; CFCF, Montreal; CKY and CJRC, Winnipeg; CKX, Brandon; CFAC, Calgary. Account was placed by McConnell, Baxter & Eastman, Toronto.

GENERAL MILLS Inc., Minneapolis, has renewed three transcribed quarter-hour programs of *Betty & Bob*, *Hymns of All Churches* and *Those Happy Gilmans* five times a week for 52 weeks on WFAA-WBAP, Dallas-Fort Worth, effective June 1. *Jack Armstrong* transcriptions, after summer layoff, will begin, five times a week, on Sept. 26. Agency: Blackett-Sample-Hummert, Chicago.

ONTARIO TOBACCO Co., Toronto, which has been testing on CKCL, Toronto, on May 31 added CKNX, Wingham, Ont., for twice-weekly participating announcements on the *Canadian Farm & Home Hour*, placed by Associated Broadcasting Co., Toronto.

RADIO COLLEGE of Canada, Toronto (radio courses), which has used spot announcements on CKNX, Wingham, Ont., and other Canadian stations since April 6, has bought Harry Boyle's *Dr. Peter Harris* sketch on CKNX. Sketch has just completed a five weeks run for Standard Brands' "bread diet". It will be revamped into a dramatization of success stories of graduates of Radio College. The new series started May 22 and is the client's first use of programs, only spot announcements having been used previously. Programs may be used later for other stations. Account is placed by Norris-Patterson, Toronto.

SALTAIR, Salt Lake City's famed amusement resort, has signed a contract with KSL for use of name bands daily except Sunday, together with variety show on Sundays, placed through R. T. Harris Co., Salt Lake agency. It is reported to be the largest time contract for resort advertising in local history.

RELIANCE Mfg. Co., Chicago (Big Yank work shirts), extensive radio users, will shortly put on the market a new style of overall. Paul Holman Faust, radio director of Mitchell-Faust Adv. Co., Chicago, agency handling the account, told BROADCASTING May 24 that radio plans are not complete.

GOODYEAR TIRE & Rubber Co., Akron, is planning to use radio in the fall. No details have been set. Agency is Arthur Kudner, New York.

HOFFMAN BEVERAGE Co., Newark, on May 23 started a schedule of 25 spot announcements weekly, to run for 16 weeks on New York City stations WHN WMCA WNEW WOR WINS. Agency is BBDO, New York.

WHITE LABORATORIES, New York, is the new name of the firm manufacturing Feenamint, formerly known as Health Products Inc., Newark. Spot announcements for the product started on 25 stations early in April [BROADCASTING, April 1]. Agency is William Esty & Co., N. Y.

Agency Appointments

BATCHELDER Whittemore Coal Co., Boston, to BBDO, Boston.

KEELING-HARRIS Co., Des Moines (tooth brushes), to Matteson-Fogarty-Jordan Co. Inc., Chicago.

LA CHOY FOOD PRODUCTS Inc., Los Angeles (canned Chinese foods), to Glasser Adv. Agency, that city.

LOUDEN PACKING Co., Terre Haute, Ind. (canned foods), to Reincke-Ellis-Youngreen & Finn, Chicago.

MILLER BREWING Co., Milwaukee (beer), to Rickerd, Mulberger & Hicks, Milwaukee.

RAMIREZ & FERAUD Chili Co., Ventura, Cal. (Las Palmas canned foods, packers), to Hillman-Shane Adv. Agency, Los Angeles.

REMAR BAKING Co., Oakland, Cal., to Sidney Garfinkel Adv. Agency, San Francisco. Radio may be used in a forthcoming campaign.

WM. S. SCULL Co., Camden (Boscul coffee), to Ward Wheelock Co., Philadelphia.

VALMOR PRODUCTS Co., Chicago (Sweet Georgia Brown cosmetics), to Caron Adv. Agency, that city.

WINCHARGER Corp., Sioux City, Ia. (farm generators), to E. H. Brown Adv. Agency, Chicago.

MOHAWK BEDDING Co., Chicago, to Schwimmer & Scott, Chicago.

INDIANA
OHIO
MICH.

THE WOWO FAMILY*
has an annual budget of
$134,777,000 for
AUTOMOTIVE PRODUCTS

The family car is a definite part of the lives of the 2,143,412 people who make up the WOWO Family. Their annual bill for automobiles, gasoline, oil, tires, etc., is $134,777,000 (1935) . . . The influence of WOWO on the buying habits of its big family is a powerful factor in the automotive field, as it is in other lines of merchandise . . . Case histories furnished on request.

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives
*Residents within the WOWO Primary Area

Covering 61 counties in Indiana, Ohio and Michigan. Annual retail sales, $515,380,000 (1935).

10,000 Watts; 1160 Kc.
NBC Basic Blue Network

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

WINNER of the recent *Tour For Talent* on WMIN, St. Paul, was little Lois Elaine Kaplan, prodigy of the piano who astounded listeners on an NBC program during her New York tour of NBC and CBS. Sponsored by the Weyand Furniture Co., the *Tour For Talent* brought 86 amateurs to WMIN microphones, garnered 70,897 listener votes. Oddly enough, this popular program was sponsored by a competitor of the Hoffman Furniture Co. which owns and operates WMIN. Congratulating Lois are Mayor Mark Gehan of St. Paul (left); Alice Rosenfield, Lois' instructor, Lois, and Frank Devaney, WMIN production head.

AFRA Gets Ruling

IN THE first case of its kind on the Pacific Coast, the National Labor Relations Board ruled at Seattle recently that the American Federation of Radio Artists is the certified bargaining agent for radio announcers and microphone performers in the dispute between AFRA and station KFPY, CBS outlet at Spokane, Wash., following the discharge of Ralph Rogers, the station's production manager. AFRA alleged that Rogers was dropped from the staff for union activities. After the NLRB ruling Rogers was offered reinstatement, but turned down the opportunity and left for Southern California, according to Vic Connors, executive secretary of the San Francisco chapter of AFRA.

SUMMER STATIC
Prevents outside station reception. Central Illinois listeners dial W.C.B.S. for clear reception.

WCBS
ILLINOIS 2nd. MARKET
NATIONAL REPS. Sears and Ayer
SPRINGFIELD ILLINOIS
THE ILLINOIS STATE JOURNAL STATION

Artist Pact Progresses

WITH both sides friendly and anxious to complete negotiations, rapid progress toward a standard contract for all artists employed on nationwide network broadcasts is being made. Committees headed by Emily Holt, executive secretary of the American Federation of Radio Artists, AFL talent union; Mark Woods, NBC vice-president, and Lawrence Lowman, CBS vice-president, have been meeting twice weekly and while there is yet no complete agreement the major points are being settled and the end is in sight, according to all parties.

Union Biscuit Plans

UNION BISCUIT Co., St. Louis, division of the United Biscuit Co., will use radio and newspaper advertising for its Princess Crackers, Supreme Butter Cookies and other company products. The firm has appointed Gardner Advertising Co., St. Louis, as agency.

Umph for Ump

THEY call it the "Machine Gun Mike" at WJSV, Washington, where a focusing microphone was taken to the ball park recently. Bat cracks were picked up nicely, but with total disregard for audience sensibilities, Mike caught a batter's tart comments on an umpire's questionable decision.

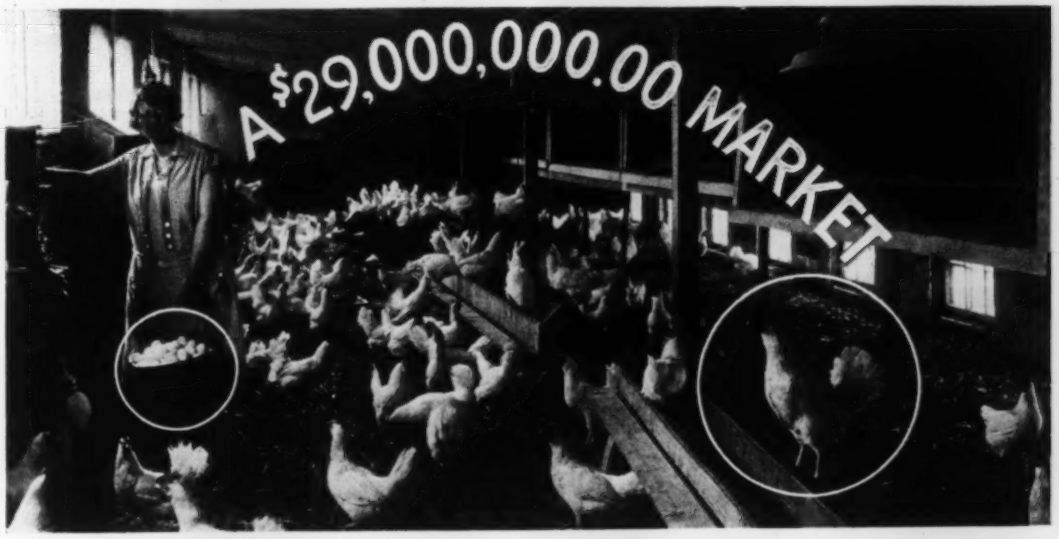
MACFADDEN Publications, New York, (*True Story* magazine), on NBC-Red since September, 1935, took *A. L. Alexander's True Stories* off the air May 27. The program is expected to return in the fall. Agency is Arthur Kudner, New York.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), which has sponsored the weekly CBS *Joe Penner* program from Hollywood for the last two years will discontinue the series after June 26. Future radio activities of the sponsor have not been announced.

WFIL to Dedicate

WFIL, Philadelphia, will dedicate its new $350,000 plant in a two-day ceremony June 16-17, according to Donald Withycomb, general manager. New facilities include studios and offices in the Widener Bldg. and a new 5 kw. transmitter and vertical radiator. The dedication will include an exchange of salutes with NBC, Mutual and Quaker Networks, with which the station is affiliated, along with addresses by nationally prominent personages, guest appearances by stars of stage, screen and radio, and an extensive program of special features. A special 12-page section of news and pictures will be published in the *Philadelphia Record*.

AT THE request of the chief wireless operator of *Queen Mary*, arrangements have been completed to have all broadcasts of major events sent out by W2XE, CBS international station, picked up by the *Queen Mary* and given to the ship's passengers by means of a public address system.



During 1938, Mrs. Kansas Farmer will gather 1,513,208,300 eggs. She drives to town, sells the eggs and many of her chickens. In return, she receives cold, hard cash amounting to *twenty-nine million dollars.**

By unwritten farm law, this is *her* money . . . "pin money" to spend as she wishes. With it she buys *personal* needs . . . for herself, her children, her home.

Influencing her purchases, day after day, is the friendly, intimate voice of WIBW . . . the station that's The Voice of Kansas . . . the station that guides the buying habits of 839,770 farm homes. Let us show you how WIBW can help you get *your share* of this $29,000,000.

** Based on figures of U. S. Bureau of Agricultural Economics.*

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

WIBW—"The Voice of Kansas"

LISTENERS are invited to have breakfast with Bill Evans during his *Top O' The Mornin'* program on WTMJ, Milwaukee. Swamped with requests for reservations, Bill has arranged playlets for his guests to act in and he photographs each participant, giving them copies as souvenirs. A coffee advertiser soon grabbed the breakfast coffee tie-in and other sponsors are after the rest of the breakfast menu, says WTMJ.

* * *

Newspaper Game

LISTENERS of CKGB, Timmins, Ont., are having fun these days with a new game sponsored by a local paper. The announcer tells them to turn to a certain page of the paper, such and such a column, so many lines up and phone the station, naming a certain word hinted at. First listener phoning wins a small prize.

* * *

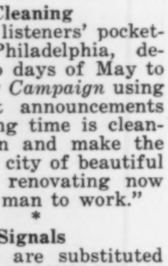
Spring Cleaning

TO LOOSEN its listeners' pocketbooks, WFIL, Philadelphia, devoted the last two days of May to a *Spring Cleaning Campaign* using a series of spot announcements which ran, "Spring time is clean-up time; Pitch in and make the city of homes, the city of beautiful homes; Do your renovating now . . . it may put a man to work."

* * *

Safety Signals

SAFETY signals are substituted for time signals by KFI-KECA, Los Angeles, during its present safety campaign. Sponsors buy signals such as, "Drive slowly. That may be your child!"



"Pardner, There's no drought on the El Paso Business Range"

Forbes Magazine of May 15th lists El Paso as one of the nation's best places for concentrating sales activity. El Paso is now—as it nearly always is—in the center of the country's "whitest" spot. You can sell your product in this prosperous, diversified market most effectively and economically by using KTSM, El Paso's only radio station.

NBC Red and Blue Networks
CRAIG and HOLLINGBERY
National Representatives

KTSM
EL PASO, TEXAS

Purely PROGRAMS

A Setup

IF you want a home-made audience here's the way to do it. Get an account that has dealers all over your area, then interview a dealer on each program. He will have told everybody in town that he's going on the air. And the interview may well be used as a commercial. WBT, Charlotte, does just that on its six weekly program for Sinclair Refining Co., with William Winter, WBT news commentator, interviewing a dealer every night.

* * *

Food and Women

HOUSEWIVES are the listeners for whom *Kitchen Kwiz*, a daily 9 a. m. series on KGVO, Missoula, Mont., was designed. Bob Young asks a number of questions concerning food, tells the women to list their answers and take them to the nearest store of the sponsor, Drive-In-Markets. Free grocery awards are given daily for the five most correct, neatest lists.

* * *

Talent Quest

TALENT for a Friday night series on KIRO, Seattle, titled *Community Club Talent Quest*, is drawn from the various clubs in King County. Prizes are offered by KIRO to the 3 clubs whose entrants win, as well as to the contestants. The program is building a fine community spirit, says KIRO.

* * *

Rink Rowdies

WEARING roller skates, the men-on-the-street for WHLB, Virginia, Minn., have started a novel series from a local rink. Sponsored by an ice cream firm, Bill Lofback and Wayne Byers, of WHLB, skate around, ask questions.

* * *

Why They Left

NEW slant on programs dealing with missing persons is the *Radio Bureau of Missing Persons* on KYA, San Francisco. A local judge and public defender interview the relatives of the missing people who tell the circumstances preceding their disappearance, describe them in detail.

* * *

CHILDREN'S series on WTMV, E. St. Louis, that is attracting wide listener response is *Stories for the Little Folks* consisting of Irish and English folk tales.

KQW SAN JOSE CALIFORNIA

Santa Clara Valley leads the world in Prune and Apricot production.

●

Farm income over $16,000,000 annually

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

Business Later On

WITH AN eye to future business and present good-will, WSOC, Charlotte, N. C., has started a series called *Meet the Merchant*, a sustaining program originating from the local chamber of commerce offices. Idea is to get business men to tell the histories of their firms, comment on current trends. Dewey Drum, WSOC announcer, handles the show and staff talent is used along with the talks.

* * *

Pert Shopper

DESIGNED to give housewives tips on best buys, *Consumer News* has been broadcast 1,000 consecutive times, six weekly, on KOIN, Portland, Ore., under sponsorship of the local Fred Meyer Stores which sell groceries, meats, drugs and dry goods. A pert woman shopper known as Peter Mudie (right name) heckles Art Kirkman about bargains. Her name is practically a household word, says KOIN.

* * *

Nation's Playhouse

ORIGINAL dramatizations based on historical events and biographies have started in a Friday evening series called *The Nation's Playhouse* on WLW and Mutual. Heretofore programs in the series titled *Theatre Digest* was limited to adaptations of classical plays and novels. First program on June 3 will dramatize the life of Poe without the use of narration.

* * *

Day of Birth

GIVING the historical setting on the birthdays of now-famous international celebrities, a new Saturday evening series titled *The Day You Were Born* has started on Mutual. Featured is Cedric Foster, manager of WTHT, Hartford, Conn., who will gather his source material from the *Hartford Times*, published since 1817.

* * *

Wives of Candidates

DURING the recent political scramble in Minnesota, Gertrude Lewis, women's news commentator on WDGY, Minneapolis, invited the wives of all candidates for governor to appear on her daily program *News of Women For Women*. The program resulted in much listener response, says WDGY, and there was no jealousy, no gun play.

THAT SMILE is a bit forced, Jack Mitchell, KVOO program director admitted after he had broadcast 120 feet in the air perched on the traveling block of a giant oil derrick during the International Petroleum Exposition at Tulsa.

* * *

Air Full of Magic

MAGIC for the home is the gyst of a new series titled *Magic in the Air* starting June 2 on Mutual. Featuring Richard DuBois of the National Society of American Magicians, the series will give explanations of tricks that may be performed in the home utilizing ordinary household objects. A numbers trick will be included. Listeners will go through individual computations and Mr. DuBois will give the correct answer on the air.

* * *

Round the Table

NEW ad lib program on WWNC, Asheville, N. C., is *Rotary Round Table*, a Friday night series featuring local Rotary members in discussions of social and political problems under the direction of Ezra McIntosh, WWNC program director.

* * *

Curiosity and News

NEWSCASTERS on CKAC, Montreal, end each news period with a question that is answered at the beginning of the following newscast. Questions pertain to current news topics and have created much listener curiosity, says CKAC.

* * *

Dramatic Tie-in

DRAMATIZED stories from the Sunday magazine section of a local newspaper are broadcast weekly on WSGN, Birmingham, Ala., in a series directed by Ira Leslie titled *This Week's Drama*.

WANTED—

ACCOUNT EXECUTIVE

An unusual opportunity is now available in our organization for an Account Executive, or the owner of a small advertising firm, who is seeking desirable credit and operating facilities.

The man selected will be offered an especially attractive remunerative arrangement on all new accounts he develops or handles for our agency, and the possibility of an interest in the business. The executive we are looking for is not a job seeker, but one who has some business following and is interested in a genuine oppórtunity to capitalize on his abilities.

If interested, write full particulars as to your present connection and past experience. All information received will be held strictly confidential. Box 990, BROADCASTING.

RADIO AND SCHOOLS

RADIO Education Council of the Chicago Public Schools, an organization consisting of Chicago educators headed by William H. Johnson, superintendent of Chicago schools, together with station executives and radio editors will hold a dinner-meeting at the Morrison Hotel June 2.

TIMED for classroom schedules, a daily series called *School News* has started on KECA, Los Angeles, with Pat Bishop as commentator. Current events are given an educational slant by Jose Rodriguez, educational director of KFI-KECA, and Vierling Kersey of the local board of education.

A FOURTH series of adult education programs started on CBS May 26 under the direction of Prof. John T. Frederick, professor of modern letters at Northwestern U. The programs, titled *Of Men & Books*, will have prominent writers as guests.

MICHIGAN U's Bureau of Broadcasting under direction of Dr. Charles A. Fisher announces that during the last school year it broadcast 190 programs on WJR, Detroit, 37 on WMBC, that city. The bureau supplies other colleges with educational continuity, uses equipment provided free of charge by WJR.

NEW YORK educators have formed an advisory board to guide the *University of the Air* on WEVD, New York, beginning in the fall. The educators will discuss their ideas of radio in the class room and in the field of adult education.

SCHOOL authorities of northern California have endorsed *Salute to Industry*, a weekly series on KSFO, San Francisco, and local teachers remind pupils to tune in. A recent program featured the asparagus growers, told the history of that industry. Walter Guild of the State Chamber of Commerce produces the series.

SECOND annual High School Day at KBST, Big Springs, Tex., was held May 13 with students taking over production and sale of KBST programs. Staff positions were filled by popular vote of the senior class and local merchants gave the students a 10% commission on time sold.

HIGH schools in New Jersey listen regularly to Municipal Government in New Jersey, a weekly series on WNEW, New York, presented under the direction of the New Jersey League of Municipalities.

EDUCATIONAL programs on WLW-WSAI, Cincinnati, include 24.19% of the total programs broadcast, according to a recent analysis by Joseph Ries, educational director, and Meredith Tunck, head of the WLW-WSAI research department.

VARIOUS departments of Miami U. are covered in an interview and lecture series on WIOD, Miami, five days weekly. The program is titled *Classroom of the Air* and it began on WIOD in 1930.

RECORDING shortwave broadcasts in foreign languages, Prof. C. A. Wheeler, head of romance languages at Tufts College, Medford, Mass., plays the records for his classes as a part of instruction routine.

Talking Dresses

NEW slant on selling dresses is the one used on KDYL, Salt Lake City, during a weekly series sponsored by the local Stevens Apparel Co. Idea is to personalize individual dresses through dramatic monologues assigned to the dresses themselves. A staff actress talks for the dresses on the early Sunday afternoon program.

WHK's New Series Stirs Realty Mart In Cleveland Area

Bureau Formed to Tell Public About Properties for Sale

DESIGNED to sell real estate in a novel way, *Real Estate Call Bureau* has started on WHK, Cleveland. Sponsored by a group of dealers under the auspices of the City & Suburban Loan Co., the bureau was organized as a clearing house for realty information. The noon hour on Sunday was chosen as the best time to inform families about specific properties that might be visited that afternoon.

More than 40 homes are described during the hour and exact locations of the houses are broadcast. Knowing that prospective home buyers feel more welcome if they know someone on the property, the names of all salesmen are given on the program. A private branch telephone exchange has been installed at WHK and the number is broadcast so that appointments to see the houses may be made for times other than the regular Sunday afternoon periods from 2 to 6.

Merchandising Tie-ins

In addition to the spot campaign that introduced the show, folders listing the properties and plugging the program have been widely distributed. The folders include up-to-the-minute lists of the homes that will be open for inspection on the following Sunday afternoon and may be obtained by calling WHK where an expert on real estate supplies additional information. Tie-ins include large signs at the various houses identifying them as homes advertised on the *Real Estate Call Bureau* series. A second sign is put up when the property is sold.

The popularity of the program indicates that radio is a powerful medium for describing the home sites, furnishing complete data on the practical points of home ownership. The descriptions are interspersed with classical music so listeners may jot down notes, compare values, decide which homes to visit. The series is well received, according to WHK.

Lucky Friday

ENDLESS are the schemes that stations devise for Friday the 13th programs, but the May occurrence of this calendar phenomenon yielded an idea with a sales slant. WSOC, Charlotte, N. C., went through the city directory in advance, picked out all firms with business addresses containing "13" and sold a man-in-street participating program. The sponsors have asked a repeat performance on the next Friday the 13th.

NBC Symphony Orchestra series, scheduled to end June 18, has been extended to June 25, when Hans W. Steinberg, conductor of the Palestine Symphony Orchestra, will be guest conductor.

RESULT$
Prove
WMC
MEMPHIS
SELLS THE
MID-SOUTH
Owned and operated by
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"
NBC RED NETWORK
REPRESENTED BY THE BRANHAM COMPANY

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
"WDRC sells for me
You, too, can get definite results if you reach this major market through WDRC. There are more than a million people in this area, whose tastes and needs are diversified. Tell them about your product!
BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES

READ ME
LAST WEEK'S
PROFITS, SUSIE!

Fertile soil and big crops make Red River Valley farming a paying business—yield our hayseeds their bare necessities plus a whole lot more! WDAY's audience buys 33.1% of all retail purchases made in the three combined states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

And WDAY's low rates are a boon to careful advertisers. . . . . Shall we tell you the whole story?

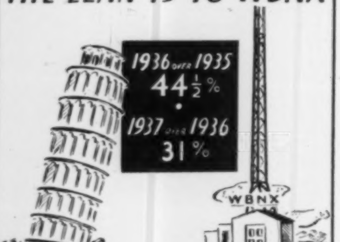
WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Haley for Continental

CONTINENTAL Baking Co., New York (Wonder bread, Hostess cake), on Sept. 30 will start a new weekly half-hour show featuring Jack Haley, comedian, and Ted Fio Rito, orchestra leader, who were heard during the winter for General Foods Corp. (Log Cabin syrup). The program will be heard Fridays on CBS, through Benton & Bowles, New York. The sponsor's script show on CBS, *Pretty Kitty Kelly*, will continue.

JOHN GORDON SMITH and Philip Shaftel, new to radio, have joined the Chicago sales staff of Atlas Radio Distributing Corp. Smith will cover Ohio, Michigan, Kentucky and Indiana while Shaftel will cover Wisconsin, Minnesota, North and South Dakota.

THE LEAN IS TO WBNX



WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

TRANSCRIPTIONS

RADIO TRANSCRIPTION Co. of America, Hollywood, producers of the juvenile transcribed program, *Jerry of the Circus*, will cut another 130 quarter-hour episodes of the series for fall release under title of *Jerry At Fair Oaks Military Academy*. *Jerry of the Circus* is currently sponsored three to five times weekly by Volunteer Food Stores, Sioux City, on KSCJ; Midland Bakeries, Terre Haute, on WBOW; Fannin Furniture & Hardware Co., Phoenix, on KTAR; Richter's Bakery Co., San Antonio, on KTSA, and KNOW, Austin; Mrs. Baird Bakery Co., Dallas, on WFAA, and KPRC, Houston; Zinsmaster Bakery Co., St. Paul, on KSTP and WEBC, Duluth.

STANDARD RADIO, Chicago, has issued a new catalog devoted exclusively to natural sound effects.

KTRI, Sioux City, Ia., KYSM, Mankato, Minn., and KFAM, St. Cloud, Minn., have subscribed to Standard Radio service.

ATLAS Radio Distributing Corp., Chicago, has sold its *Captains of Industry* transcribed series to KWK WTCN KRLD KDAL WEAN KSL KFBI.

H. C. WEBBER has been appointed manager of the new custom built transcription department of Radio Transcription Co. of America, Hollywood. He was formerly southern territory field representative, headquartered in Chicago.

GEORGE H. KOHN Inc., Atlanta, has been appointed Southeastern sales representative for the programs division of Walter Biddick Co., Los Angeles.

DO YOU KNOW?

— THAT ENGLAND'S QUEEN
BERENGARIA
(WIFE OF RICHARD THE LION-HEARTED)
WAS NEVER IN ENGLAND?

— THAT 55% OF ALL
U.S. CIGARETTES
ARE MADE IN
NORTH CAROLINA
— AND THAT ALL OF
THESE ARE MADE
WITHIN 125 MILES
OF RALEIGH?

U.S.
☆ ☆ ☆
CIGARETTES

WPTF RALEIGH, N.C.
5,000 WATTS—CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

Edmund B. Ruffner

(Continued from page 37)

were two of Tiny's idea shows that clicked in a big way. *Palmolive Beauty Box Theatre, Cliquot Club Eskimos, Ipana Troubadours, Atwater Kent Hour, Real Folks, Log Cabin* program, *Ziegfeld Follies* with Fanny Brice, *Camel Program* with Morton Downey and Tony Wons, are just a few of the radio shows that have felt the Ruffner touch.

A couple seasons ago when the *Al Jolson Show* (Lever Bros. Co.) was failing to click, Ruthrauff & Ryan Inc., agency handling the account, sent Tiny Ruffner to Hollywood as program doctor and also as manager of its West Coast radio. Under his treatment, the show began crawling up in popularity and finished the season as one of the top six shows on the air.

Tiny is enthusiastic about the future of Hollywood as the radio center of the world. It is his opinion that the public demands personalities. Besides finding California an ideal radio center, he has chosen it for his permanent home and built a house in the Tocula Lake section of North Hollywood.

A slow and steady rise to his present position has given Tiny a balanced background. Having known almost every side of the entertainment field—performing, selling and building—he is considered an ideal agency man. He sees every side of a problem. There is little cautious conservatism in his nature. Level-headed he is, but his judgments are made decisively without too much deliberation. Once his course of action has been determined, he never swerves. Obstacles only serve to whet his ability. In his office Tiny is cordial but dignified. The "welcome" sign is on his door. He always seems to know exactly what he wishes to say and never fumbles for a word to express an idea. And his poise serves to clarify the idea of those to whom he is talking. He's all business until that business is finished. Then he is just a big kid, clowning.

Ruffner wins golf tournaments and is also a crack shot. He plays a good game of tennis and likes to speed in his car which he drives like a professional. His favorite relaxation is going to the beaches of Southern California. His physical prowess at the shooting galleries along the mid-way, the ball pitching and batting concession, and his fondness for the chute-the-chutes are the delight of the boardwalk boys.

There is much about Tiny Ruffner that escapes the black and white of the printed page. His flashing smile and extraordinary grace, his quick consideration and inherent kindness, his uncanny ability to size up a person or situation almost instantaneously, his dry wit and humor and keen appreciation for the other fellow's side of the argument—those things are the Tiny Ruffner that his friends know and admire. Those and the fact that there is nothing studied about the man, either in business or private life. He is completely spontaneous, unaffected and enthusiastic.

Both Tiny and Mrs. Ruffner are intensely fond of the theatre and of music. He is considered a connoisseur of food and enjoys the one extravagance of dining to suit his fancy. Not in swank at all, but choosing the spot that prepares his favorite dishes the way he likes them. The tall fellow who answers to the name of "Tiny" has only one nervous habit at the office—and that is answering all telephones that ring when he is working under a mental strain.

HEARD daily except Sundays on 90 NBC-Blue stations, the *National Farm & Home Hour* on June 27 will celebrate its completion of 3,000 hours of broadcasting.

BERNARDINO MOLINARY, director of the Augusteo Concerts in Rome, will be guest conductor of the NBC Symphony Orchestra in the broadcasts of June 4, 11 and 18.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

AFFILIATED WITH CBC

The
FRENCH VOICE
of
FRENCH CANADA

CJBR
RIMOUSKI, QUEBEC

1. CJBR's 1000 watts (full time) cover rural French Canada.
2. CJBR carries outstanding network programs of the Canadian Broadcasting Corp.
3. French-speaking Quebec relies on CJBR for up-to-the-minute news, agricultural reports, market data, weather reports.

RIMOUSKI is the important center of Eastern Quebec, and the outlet for the lower St. Lawrence North Shore, including Baie Comeau and Clarke City.

1000 WATTS FULL TIME

Agencies

E. F. WILSON has been appointed director of media plans, including radio, of McCann-Erickson, New York. L. S. Briggs was recently made vice-president in charge of creative plans, including programming and production. The new arrangement places time-buying and station relations in the media instead of the radio department.

EDWARD LASKER, vice-president of Lord & Thomas, New York, has been appointed vice-president in charge of radio. Edgar Sisson, radio director, recently resigned to join Pedlar & Ryan, New York.

JOHN J. LAWLER, formerly with Reincke-Ellis-Youngreen & Finn, Chicago, has joined Burnet-Kuhn Adv. Co., that city, as account executive.

LESTER H. SCHROEDER, formerly of J. Walter Thompson Co., Chicago, has been appointed media director of Blackett - Sample - Hummert. New York.

ARTHUR E. TATHAM has resigned as advertising manager of Bauer & Black, Chicago, to become an account executive with Young & Rubicam, Chicago.

RAY D. CASEY, of the publicity office of N. W. Ayer & Son, Detroit, has been made public relations manager of the agency's Chicago office.

LESTER H. SCHROEDER, formerly with the media department, J. Walter Thompson Co., Chicago, has been appointed space buyer of Blackett-Sample-Hummert, New York.

WILLIAM H. LEWIS Jr., of the radio department, Lord & Thomas, New York, was married May 28 to Victoria Potter of Needham, Mass.

JOHN HYMES, radio time buyer, and Herbert Glover, director of radio publicity for Lord & Thomas, New York, on May 28 sailed for South America on the *Antigua*.

SCOTT - TELANDER Adv. Agency, Milwaukee, has moved from 312 E. Wisconsin St. to John Martinger Bldg.

FRANK G. SILVERNAIL, formerly with the radio department of Stephen Slesinger Inc., New York, has been appointed time buyer of Pedlar & Ryan, New York. He succeeds Sheldon Millikin, resigned.

HOWER Adv. Agency, Denver, now is under joint management of Merritt F. Riblett, former president of the *Rocky Mountain News*, and Harold Monahan, formerly of *Advertising Age*.

CHESTER FOUST, formerly with Erwin, Wasey & Co. and BBDO, has joined the Chicago office of J. Walter Thompson Co. as account executive.

G. R. STEWART, formerly with Buchanan & Co., Chicago, has joined John H. Dunham Co., that city, as account executive.

HUBBELL ROBINSON Jr. and Tom Lewis, Young & Rubicam producers, and Jerry Devine, free-lance writer, will sail for a European vacation June 24 on the *Statendam*.

ROY McGEGOR, counsel on public relations for Chicago industrial concerns, has been named vice-president in charge of publicity and public relations of Hays MacFarland & Co., Chicago.

Agencies Merge

MERGER was announced late in May of the Detroit advertising agency of Brooke, Smith & French, and the Miami, Fla. agency of Loomis & Hall. Horace E. Loomis, president, and C. Stuart Hall, vice-president and treasurer of the Southern agency, will retain their offices, but will make their headquarters in Chicago and New York.

TINY RUFFNER, in charge of Hollywood radio production for Ruthrauff & Ryan, addressed the members of the San Francisco Advertising Club May 25.

LOUIS S. SIMON, formerly with Hearst newspapers and more recently with the *Seattle Post-Intelligencer*, has joined the staff of Allied Adv. Agencies, San Francisco, as account executive. He succeeds Gerald Norton who resigned to join KYA, San Francisco, as account executive.

CY LELAND Inc., Ft. Worth, has been incorporated as a general advertising firm by Cy Leland, former sports announcer of WBAP, that city. Mr. Leland will continue his special sportcasts.

NATHAN E. JACOBS, vice-president and general manager of Bozell & Jacobs, Chicago, recently became the father of a baby girl.

DONALD COPE, Hollywood production manager of Benton & Bowles, has returned to his West Coast headquarters after a week in New York.

THEODORE B. CREAMER Adv., has moved to new offices at 6605 Hollywood Blvd., Hollywood.

H. L. MOONEY, formerly of Pedlar & Ryan, New York, has joined Gardner Adv. Co., St. Louis, as research director.

FLORENCE MONTGOMERY has been named public relations manager of the Izzard Co., Seattle. She has been with the company for eight years.

WARD TANZER, formerly resident manager of the Los Angeles office of Beaumont & Hohman, has joined the copy department of J. Walter Thompson Co., San Francisco.

SAM G. WINGFIELD, publicity director of Kenyon & Eckhardt, New York, on May 16 opened his own offices at 247 Park Ave. as public relations and publicity counsel. He retains the agency and its accounts as clients.

OSCAR BRYN, formerly vice-president and art director for the Chicago office of Erwin Wasey & Co. has joined Bowman, Deute, Cummings, San Francisco, in an executive capacity.

JOE DONAHUE, radio executive of William Esty & Co., New York, now on the West Coast, will remain in Hollywood until July.

LONG ADV. SERVICE, San Francisco, has moved from the Russ Bldg. to the Monadnock Bldg.

PARTIAL "Americanising" of British Broadcasting Corp. program methods, with a "speeding up" of presentation, may follow the visit of R. E. L. Wellington, BBC assistant program controller, to New York, where he has been spending three months studying broadcasting at Radio City, reports *Wireless World* of London.

Reps

JOSEPH HERSHEY McGILLVRA, New York, station representative, has been appointed by Texas stations KPLT, Paris; KGKL, San Angelo; KBST, Big Spring; KRBC, Abilene, all of which are owned by B. Hanks, publisher of the *Abilene Reporter-News*. Mr. McGillvra has opened a Los Angeles office at 5128 Marathon St., managed by William S. Wright, and has placed W. H. Van de Grift in charge of the San Francisco office. Mr. Van de Grift succeeds Harlan Oakes, who has been transferred to Chicago.

FRANK M. HEADLEY, head of the radio department of Kelly-Smith, New York, station and newspaper representatives, on June 10 will marry Miss Ruth Mallery of Washington.

WCAU, Philadelphia, has appointed Edw. S. Townsend Co., San Francisco, as its Pacific Coast representative. Transamerican represents WCAU in Chicago only. New York contacts are handled from the WCAU office in the CBS building, with a direct line available to clients for contact with the main Philadelphia office.

JOHN KIEWEL, Seattle manager of Walter Biddick Co., Los Angeles station representatives, is the father of twin boys, born May 10. They have been named Paul Charles and Philip John.

BRYANT, GRIFFITH & Brunson, New York, has been appointed national advertising representatives for KSEI, Pocatello, and KFTI, Twin Falls, Ida.

Dallas Agency Moves

TRACY - LOCKE - DAWSON, Dallas and New York, handler of numerous Southwestern radio accounts, observed its 25th anniversary by moving Dallas headquarters from the Majestic Bldg. to the entire third floor of the Guardian Life Bldg. The firm was established in 1913 by Raymond P. Locke and Shelley Tracy in Oklahoma City, and was first known as the Southwestern Advertising Agency. Honoring Mr. Locke and the anniversary of the firm he established, the Dallas Advertising League celebrated "Raymond Preston Locke Day" May 24 at its weekly luncheon.

RUTH BRYAN OWEN ROHDE, former Congresswoman from Florida, former Minister to Denmark and daughter of the late William Jennings Bryan, will present the first of a regular weekly series of broadcasts *It's News to Me* on June 8, 7:30-7:45 p. m. (EDST) on NBC-Red.

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . 50,000 WATTS, CLEAR CHANNEL

WBNS
COLUMBUS
ALL YOU NEED IN CENTRAL OHIO!
John Blair & Co. Representatives
1000 WATTS NIGHT
5000 WATTS DAY

Outstanding FEATURES AVAILABLE

★ BROADWAY MELODY Thirty minutes of sparkling comedy with Jack Waldron . . . guest stars . . . plus Don Albert and his orchestra.
★ M-G-M MOVIE CLUB One hour filled with stars . . . gossip . . . previews of screen hits . . . music and mirth.
★ MUSIC TO READ BY One hour of uninterrupted classical music on the air every night at twelve o'clock.
★ FRANK GRAHAM Noted columnist of the New York Sun talks about the world of sports . . . in a daily program called "Setting the Pace".
★ SAM TAYLOR Exclusive news of the screen . . . on the air twice weekly . . . in a gay program of "Hollywood Highlights".
★ GEORGE COMBS, Jr. Well-known ex-Congressman, whose daily "Editorial Slant on the News" keeps thousands informed of daily events.
★ HARRY GLICK Now celebrating his tenth year as New York's morning physical instructor. His exercises are on the air 15 minutes daily.
★ UNITED PRESS NEWS Daily spot news at the right spots during the day . . . rushed to the mike from the U. P. teletype.
MUSICAL SHOWS • COMEDY PROGRAMS • AIR NOVELTIES
WHN
DIAL 1010
NEW YORK CITY

Government Station Bills Wither

(*Continued from page 19*)

doctrines which these nations espouse are being accepted by the South American nations.

"Many individuals have come to rely upon the broadcasts of our privately-operated stations in the United States as their primary source of accurate information, because they know the news is supplied by untrammelled press associations. The news broadcasts of stations operated by foreign governments are necessarily discounted as listeners have come to recognize that no information would be broadcast without first being censored by the particular government. This is a contrast favorable to this nation, which seems worth preserving.

Urging the government to "encourage" present licensees to expand and develop their activities in the international short-wave broadcast field, Mr. Ethridge said:

"Under the present regulations of the FCC there can be no commercial return from the use of frequencies assigned for international broadcasting. The present licensees of international facilities are not urging that the prohibition against commercial use be removed. The commercial utility of international broadcasting has yet to be determined. From a commercial standpoint, shortwave broadcasting is about in the same stage of development as our domestic long-wave broadcasting more than a decade ago.

"What is sought is a clarification of Government policy. No additional legislation is necessary. The FCC has ample discretion to develop a sound policy that will give needed assurance to the present operators that their present 'experimental' licenses will not be subjected to the uncertainties of sharing frequencies or arbitrarily withdrawn so long as the licensees are doing a creditable job.

Celler's Position

Speaking for his proposal, Rep. Celler said he did not believe "this is anything where private companies can compete with these European countries" as he referred to their "vicious propaganda program coming to Latin America". His bill, he declared, carried the endorsements of the Pan American Union, State Department, Interior Department, and Commissioner of Education.

The Western Hemisphere is "not necessarily a limitation" to the extent of the proposed station's field, Mr. Celler said, but its purpose would be "primarily to counteract these vicious programs". Its threefold function he said would be to (1) create good will, (2) eradicate misunderstanding, (3) advance trade by publicizing our products.

Questioned by Rep. Brewster (R-Me.), a committee member, regarding Government responsibility for the station's programs, Rep. Celler replied, "The Government should rise to the responsibility." Chairman Vinson, citing "Government responsibility", again suggested the State Department superintend the station. Mr. Celler replied he was "not married" to the plan to vest the authority in the Secretary of Navy, and stated that Secretary Ickes, in endorsing the measure, had inquired about placing it with the Interior Department.

Representative Maas (R-Minn.), also a member of the Committee, cited the cooperative relations of the Government with Pan American Airways and recommended a similar arrangement between the Government and broadcasters, allowing commercial development, as "a more American way" of dealing with the problem. "I am a little inclined to think private interests could do a better job of sending good programs to South America than the Government", he declared.

Rep. Maverick (D-Tex.), testifying before the House committee May 17, came out for the Celler bill, declaring, "I'm in favor of the Government competing with private business only where we can do a better job, where functions are standardized as in the mails and highways—and we might do a better job with radio." He urged approval of the bill "to combat Mr. Hitler and Mr. Mussolini, who are poking their noses into South America." If the Government established a station, the Texan commented, it should be run on a commercial basis, "not by braintrusters".

CBS Achievements

Frederic A. Willis, CBS executive, told the committees his company had shown "a voluntary desire and effort to cement closer relationships with our Latin American neighbors", as he outlined the history of Columbia's short-wave activities. Mr. Willis said between 30 and 35% of CBS programs to South America are presented in Spanish and Portuguese, that about 13,000 programs are going to Latin America by shortwave each year, including educational programs, public discussions, classical music, American dance bands and popular orchestras, outstanding personalities, sports and public affairs, and special South American programs.

"We think we should have the chance to do the developing in this international field," Mr. Willis said, although, he added private licensees do not now think opening up the field to commercial broadcasting would amount to much.

Boyd W. Bullock, assistant manager of broadcasting for General Electric, reviewed G-E's shortwave developments during the last 15 years, said his company stood ready to "do the technical part" whether the Government enters the field or not. Upon questioning, he admitted "indirect commercial benefits" are one of the reasons for G-E activity in the South American field, which is still "experimental to a great extent".

Mr. Bullock stated reports reaching Schenectady from South America indicate American broadcasters are doing a good job in the shortwave field. He pointed out that because of North America's geographical location, a U. S. station would require a wider transmission beam, and hence greater power, than a European station—more of South America can be covered from Europe with antenna beam widths of 15 degrees than from the United States with widths of 30 degrees, and if equal signal strength is desired, the power in the U. S. antenna must be at least double that in the European.

"We feel there is no competition between shortwave broadcasters in

W
B
R
E

THE EYES AYES OF THE NATION ARE ON PENNSYLVANIA!

Especially on Luzerne County and Wilkes-Barre, the County Seat.

WBRE, Wilkes-Barre, is the favorite home station of this Anthracite Empire, and serves its 450,000 population with select NBC Red and Blue programs as well as local programs of unusual interest.

Business is above average and getting better—political interest and action will run high through the November elections.

Your summer advertising budget should include WBRE for quick, economical results.

Basic NBC Red and Blue

WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

EXTRA
SPORT
EXTRA
CHAMPION WINS BY KO

That **EXTRA** *Wallop*

It's that final, decisive punch that counts, in advertising as well as prize-fighting. WTCN's showmanship aim is straight, perfectly directed. The power and effectiveness of its blows were developed in the training camps of practical and successful journalism.*

It's the combination you need to knock out any sales resistance you may have in the Twin Cities area.

WTCN

(NBC)
"IN THE TWIN CITIES"

**Owned and Operated by*
MINNEAPOLIS TRIBUNE, ST. PAUL DISPATCH-PIONEER PRESS.

Free and Peters, Inc., National Representatives

KGMB
HONOLULU
KHBC
HILO

First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

the United States," he commented. "All are working toward one objective: Increasing the good-will of other nations toward the United States. NBC has made available to us all their programs. Our stations have always been available for use by any member of the Government, Latin American officials or any others who might furnish our audience with good programs. Likewise, we are anxious to obtain advice from any competent source as to how to improve our operation."

Dr. C. B. Jolliffe, engineer in charge of RCA's frequency bureau and former chief engineer of the FCC, told the Bone subcommittee that Germany and Great Britain were leading the way in shortwave broadcasting out of Europe, with Italy, France, and Russia well on their heels. Dr. Jolliffe said American broadcasters have progressed rapidly in their shortwave program service to South America and Europe by making more efficient use of direct broadcasting and by using the facilities of RCA Communications to deliver programs to foreign countries for rebroadcasting over local stations.

Dr. Jolliffe estimated 22 different frequencies were being used with some duplication, by 12 United States shortwave stations — NBC (2), G-E (2), Westinghouse (2), CBS, WCAU (Philadelphia), WCFL (Chicago), Crosley (Cincinnati), World-Wide (Boston), WIOD (Miami). An FCC report of May 18 lists 27 frequencies, used by 13 international broadcast stations in the United States.

Appearing for NBC, Frank E. Mason, vice-president in charge of the international division, told the Senate committee NBC is now operating on a 16-hour day, seven-day week shortwave program, with broadcasts in Spanish, Portuguese, German, French, Italian, and English. The NBC program, Mr. Mason said, worked on the proposition that international broadcasting must be a two-way proposition if it is to develop friendships. He added that the German propaganda technique in South America was apparently "backfiring", and that American interests could best be served there by continuing to give no "half-truths".

S. D. Gregory, assistant general manager of Westinghouse, filed a statement with the committees, outlining their successful experiments in shortwave broadcasts and gave assurance Westinghouse international stations would "give to our foreign listeners a service that will be more acceptable than that of various foreign stations."

Dr. Herbert Wright, professor of international law at Catholic University, and Samuel Guy Inman, professor of international relations at the University of Pennsylvania, both testified that establishing a Government station would be no first step toward Government radio monopoly, that it would not mean duplication of programs, since Government and private operators could both serve the field. Mr. Inman, urging close cooperation between the Government and private licensees, proposed a central agency to coordinate governmental and private efforts in developing the Latin-American field, and construction of a Government-owned station to serve as "a yard-stick and cooperator".

Harvey B. Otterman, of the State Department Treaty Division, told the Bone subcommittee as a member of the McNinch Interdepartmental Committee, that the President had asked members to refrain from giving out any information or comment until the report had been submitted. He commented on the McNinch statement that the Committee would broaden its studies and probably not submit its report to the President until fall. The McNinch statement, issued May 17, follows:

> I have just discussed with the President the progress of the work of the Interdepartmental Committee to Study International Broadcasting, and the President directed the Committee to continue its studies. The further investigations will be directed especially toward certain important phases of international broadcasting which, for lack of time, the Committee had not been able to study and include in its report. This additional work will require a matter of several months, as the Committee members are not free to devote their undivided attention to this matter but must carry on this activity in connection with their regular departmental duties.
>
> The Committee will probably not be able to submit its report to the President until some time this fall. In view of the fact that the Committee is to explore other aspects of international broadcasting, I shall not be prepared to testify this week before the Committee on Naval Affairs of the House on Bill No. 4281, introduced by Congressman Emanuel Celler.

SPORTS winners in Hollywood radio circles got trophies for their conquests. At top, CBS golf tournament winners (l to r) are Joe Bishop, musician; Charles Ryder, Coast auditor, and Cliff Thorsness, sound effects, with Donald W. Thornburgh, Pacific Coast vice-president extending congratulations. Below Lew Frost (center), assistant to Vice-President Don E. Gilman of NBC, and Jack Creamer, maintenance staff, are receiving a trophy from Walter C. Norris, of Randall Motor Club, for winning the NBC Hollywood tennis doubles championship.

WFMJ are the call letters assigned to William F. Maag Jr., publisher of the *Youngstown* (O.) *Vindicator*, for the new local station recently authorized by the FCC. [BROADCASTING, May 1].

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

ON OR ABOUT SEPTEMBER FIRST

50,000 watts

WWL

NEW ORLEANS

CBS

OHIO
INDIANA
WHAS
KENTUCKY

COVERAGE—This map shows approximately our Proved Primary Listening Area, minimum of audience territory. Regular daily listeners live in some 330 counties in Kentucky, Indiana, Illinois, Ohio and Tennessee, with population exceeding 5,000,000.

TECHNICAL—50,000 watts. Newest equipment. 820 kilocycles. CBS outlet. Nationally cleared channel. Edward Petry & Company, national representatives. Owned and operated by Courier-Journal and Louisville Times.

STATION

WHAS

LOUISVILLE

4 OUT OF 5 HAVE IT!

Yes, sir, we mean to say that four large bread manufacturers have WSPD as their major advertising medium in the Todelo area.

Wonder Bread has just signed another renewal of contract—incidentally, its seventh consecutive one since 1936—for the justly popular Monday-through-Friday Sidewalk Interviews. Bond Bread sponsors the well-liked Quiz-Bee, Jim Uebelhart's Sunday evening half hour show. Every kid in town knows Johnny Lawrence, Jersey Bread's "Freshest Thing In Town," the five-days-weekly wax strip. And "Heigh-Yo, Silver" is a family byword, due to the extraordinary influence of Silvercup's Lone Ranger program.

Perhaps you in your business belong to that fictitious other one-fifth who don't have IT (of course we mean WSPD) as your best advertising medium. Then take a tip from the four examples listed above, who weighed WSPD in the advertising balance and found—**they got an extra measure!**

WSPD is Toledo's NBC Outlet

5000 watts day

1000 watts night

JOHN BLAIR CO.

National Representatives

WSPD

Toledo, Ohio

Issues at June 6 Hearing

(Continued from Page 13)

that the new rules provide for reduction of the number of clear channels from a theoretical 40 (but an actual 29) to 25. There are 32 exclusive waves provided for this country in the Havana Treaty, of which seven will be duplicated. The actual channels prescribed for duplication in the Havana Treaty are not established as a matter of record. As a consequence, these three stations intend to put on the fight for preferred status.

Other Requests

In addition, an appearance filed by WHKC, Columbus, operating daytime on the 640 kc. channel, on which KFI is the dominant station, indicates the Columbus station will seek to have KFI designated a I-B channel to permit operation full time of the wave. The 640 wave is a I-A channel under the proposed rules.

WEAU, Eau Claire, has indicated a fight on the 1050 kc. channel, now assigned to KNX, which becomes a Canadian exclusive under the Havana Treaty, proposing to have it classified as a I-B wave under the rules which might permit it to go to full-time operation.

An argument for new standards of station classification to be based on economic and social considerations rather than purely technical, may be made during the hearings by certain regional stations. Allocations on the basis of sufficient power and signal to cover a given contiguous trading area, rather than to arbitrary signal strength levels, may be projected on the theory that the purely technical considerations constitute a service misnomer. This plan is understood to have the endorsement of a number of stations.

In the major appearances filed, the NAB, through Philip G. Loucks, special counsel, proposes that the "cultural program" requirement provision be stricken; that the requirement of local residence for local stations be eliminated; that the experimental station provision be removed; that the license period provision be made three years to conform with the law, and in no event less than one year, and that rules in the Standards of Engineering Practice held to be ambiguous be "modified, clarified or liberalized". As a catchall it asks permission to introduce testimony concerning any additional rules or testimony which may be offered.

NARBS, in its appearance, sets forth in detail reasons for its support of the power rule as now written (for a flat power of 50,000 watts on clear channel) and presents its case in support of clear-channel duplication. A plea is made for elimination of the rigid specifications of Class III-A (5,000 watts day and night) and III-B (limited to maximum of 1,000 watts night) for regional stations, with the request that wherever conditions render it possible that all such stations operate with 5,000 watts day and night, "when such operating powers do not interfere with other stations on the same and adjacent frequencies to such an extent as to reduce the service areas of such other stations."

From a reading of the NARBS appearance, it was evident the group would seek to effect duplication on all clear channels on the coasts, but little emphasis is placed upon duplication of such channels in the center of the country.

The appearance filed for the Clear Channel Group by Counsel Louis G. Caldwell stresses primarily the effort to open the way for superpower. It proposes that the rule governing clear channel power be amended to read:

"A 'Class I-A Station' is a Class I station which operates with power of not less than 50 kilowatts and which has as its primary service area free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area free from interference except from stations on the adjacent channels."

The appearance was filed on behalf of KFI WSM WLW WGN WSB WJR WBAP WFAA WHAS WWL WLS WHO WHAM and WOAI.

OFFICE HEAD of the National Association of Regional Broadcast Stations is Mrs. Wanda Johnston, who holds title of secretary-treasurer and who holds forth at newly-established headquarters in the National Press Bldg., Washington. She was retained by President John Shepard 3d immediately following setting up of NARBS as a permanent unit last month.

Hearing Procedure

At a meeting May 23 the Superpower Committee decided to conduct the hearings on the basis of legislative, rather than formal judicial procedure. Witnesses will be sworn and qualified as is customary. The witnesses will be asked questions by counsel but since strictly formal procedure will not be followed, the questions and answers can be written out in advance. In this manner witnesses will be permitted to go into a reasonable degree of "hearsay" testimony rather than be confined strictly to fact. Thus the hearings will be substantially along the lines of the allocation sessions of Oct. 5, 1936.

It is hoped that only one or two witnesses will appear for each of the principal groups, such as the Clear Channel Group, National Association of Regional Broadcast Stations and National Independent Broadcasters, the latter representing local stations. The chief performers are expected to be spokesmen for the clear channel and regional groups on the superpower-clear channel issue. John Shepard 3d, president of NARBS, Greenfield Whittier Pickard and Paul F. Godley, consulting engineers for the

WAVE
DOESN'T
"PULL"
IN CHINA,
BUT—!

Louisville's most popular daytime
program—chosen by 72% pref-
erence—is a WAVE local-talent
feature, prepared entirely (except
commercials) by our own staff! This
program, in only a short time,
changed an almost unknown product
into one of Louisville's fastest-selling
items in its classification. . . . A good
token of what WAVE's sure-fire
program technique can do and is
doing in Louisville—where *most* of
the Trading Area's sales are made!
Want data?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KVOR

"OUTSTANDING"
says Colorado's Governor

Governor Teller Ammons, Colorado, in presenting the distinguished community service award of the Disabled American Veterans said . . . "KVOR is an outstanding example of the fine and unselfish service that radio must stand for today."

KVOR, the dominant force in the community life of Southern Colorado, is a powerful influence in moving goods from dealer's shelves.

KVOR • COLORADO SPRINGS
1,000 Watts—CBS Network—Full Time
Representative—The Katz Agency, Inc
Affiliated with WKY, Oklahoma City, and The Oklahoma Publishing Co.

"Out of Friction Comes Progress"

With sincere appreciation of N.A.B.'s efforts in the past and with an expectation of greater cooperative solidarity in the future.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
UNITED PRESS NEWS
Represented Nationally By
Paul H. Raymer Company

group, and Paul D. P. Spearman, counsel, will handle the bulk of the NARBS case. For the Clear Channel Group, the chief engineering witness will be Jack DeWitt, chief engineer of WSM, and chairman of the engineering committee of the group, with Mr. Caldwell as counsel. One or possibly two broadcasters representing the group also may appear to present the economic case for the Clear Channel Group.

In addition to the appearance by Mr. Ethridge for the NAB, John V. L. Hogan, operator of WQXR, New York, and chairman of the NAB Engineering Committee, also will appear. R. M. Wilmotte, consulting engineer associated with Mr. Hogan, has been retained to assist him in the preparation of the engineering testimony for the industry. The NAB will take no definite stand with respect to superpower and clear channels but will present the broad picture for the industry as a whole.

For NIB, George O. Sutton, Washington attorney, will appear as counsel, with Page & Davis, consulting engineers, handling the technical testimony. Edward A. Allen, NIB president, probably will make the introductory statement for the local independents.

No opposition whatever has been voiced in connection with the provisions of the rules which would provide for horizontal increases for local stations to 250 watts power day and night and to 5,000 watts day and night for regionals under certain circumstances, each case to be considered on its individual merit. The only power issue has developed in connection with clear channel outlets.

Coverage Studies

The results of the FCC analyses of coverage and of industry financial, program and employment information probably will be released about a week before the hearing or not later than June 1, it was stated. The postcard survey will cover a breakdown of the returns from questionnaires sent to 34,000 rural or fourth class postmasters, showing rural service rendered by all classes of stations. The coverage survey in relation to population was devised by the engineering department by plotting the percentage of primary and secondary service areas of stations day and night based on known conditions of propagation plus other information available to it.

After this information is placed in the record by Assistant Chief Engineer Ring, Chief Accountant Norfleet will present the information gleaned from the questionnaires sent out during the last two months.

The financial questionnaire, based on station operations during the 1937 calendar year, will cover breakdowns of station incomes and expenditures in practically every category. Approximately 700 returns to the questionnaires have been received. The employment data will be based on returns from more than 600 stations, with a like number of stations reporting on the program questionnaire.

Reports became current that superpower applicants might withdraw such requests because of mounting opposition in congressional circles to such grants. The matter was projected, it is understood, in a conference telephone call to the Clear Channel Group on May 20 but was vetoed on a practically unanimous basis. While there appears to be no immediate likelihood of additional superpower grants, it was felt that the issue should be argued with the hope of amending the proposed rule specifying a flat 50,000 watts on clear channels by making it the minimum requirement, thus opening the way for superpower grants in the future.

FUN WITH SIGNS
Lawyers Gambol In Corridors With Warnings

ATTORNEYS for the Clear Channel Group and the National Association of Regional Broadcast Stations are able to retain their sense of humor in spite of their urging and representing opposite and conflicting viewpoints.

When the Regional Association opened its office next door to its attorney, Paul D. P. Spearman (9th floor National Press Bldg.), and before the name on the door was dry, a sign was placed on the same door reading "CLEAR CHANNEL GROUP DOWN THE HALL." Next day on the door to the offices of Louis G. Caldwell, attorney for the Clear Channel Group (also 9th floor National Press Bldg.), there appeared a sign of warning to regional stations saying "REGIONALS, BEWARE! All hope abandon, ye who enter here! Reverse your steps; enter Room 900 —there you will find light and comfort."

Spearman doesn't accuse Caldwell; Caldwell doesn't accuse Spearman. But everyone has a fair idea who it was who hung out signs on the other's door.

Sinclair's Sports

SINCLAIR REFINING Co., New York, is using local news and sports programs three and five times a week, through Federal Adv. Agency, New York, on WBBM WBT KMOX WABC WCAU WOAI KOMA KMBC WHO WGST WLW KRLD WWJ.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Another

CBS contribution to basic radio data.

1 RADIO OWNERSHIP DATA, *by individual U. S. counties: compiled by the Joint Committee on Radio Research . . .*

2 PERCENTAGE OF RADIO OWNERSHIP, & TOTAL FAMILIES, *by individual U. S. counties: computed by the Columbia Broadcasting System . . .*

3 U. S. 1930 CENSUS DATA, *by individual counties . . .*

in one volume

available from CBS for the advertisers and advertising agencies who want to see, at a glance, the comparative radio importance of any two counties, or groups of counties.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue, New York

SLight Mistake

MODERNISTIC lamps are beautiful, say officials of CKBG, Timmins, Ont., but they don't work so well as microphones. And they should know! In setting up the studio for a piano program, one of the engineers mistook a modernistic lamp for a velocity mike and placed it to pick up 15 minutes of music. When it didn't work, the program had to be switched to microphones at the announcers' desk.

EARNERS!
SPENDERS!

● Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

WAIR

Winston-Salem, North Carolina

Federal Court Dismisses Three Appeals on Shift Of WATR's Frequency

DISMISSAL of three appeals from the FCC decision granting WATR, Waterbury, Conn., a change in frequency from 1190 kc. to 1290 kc. and an increase in power from 100 watts to 250 watts full time, was ordered by the U. S. Court of Appeals for the District of Columbia May 16 in an opinion holding the appellants had no appealable interest.

The case, which raised the unusual situation wherein the FCC on one day denied the WATR application and then later the same day reversed itself and granted it, was thrown out of court without deciding that single issue. Because of the lack of appealable interest on the parts of WJAS, Pittsburgh, KDYL, Salt Lake City, and WEBC, Duluth, the court held it had no right to overrule the Commission.

"In the view we have just expressed," the court said in the opinion written by Chief Justice Groner, "it is clear we have no right to consider the claimed irregularity on the part of the Commission in first denying and then granting Waterbury's application. However irregular the action in that respect may be, it is not subject to review save at the instance of a person aggrieved or whose interests are adversely affected. None of the appellants, for the reasons we have pointed out, can meet the test of appealable interest laid down in the statute, and therefore the three appeals are dismissed."

THE MOST
POWERFUL
STATION

DENVER
ST. LOUIS
560 MI.
KVOO
TULSA
560 MI.
DALLAS

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

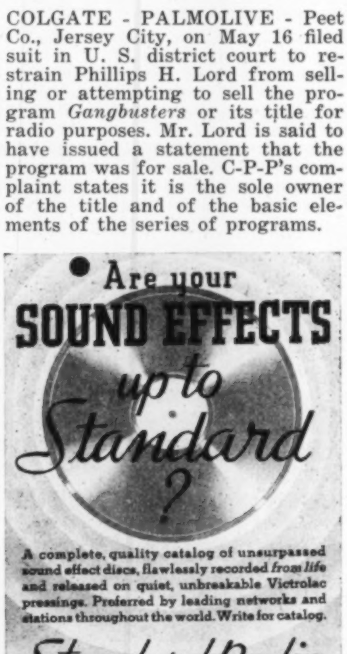
RADIO-PRESS DUO
WJSV and Newspaper Filling Each Other's Tills

DISPELLING the myth that radio and newspapers can't get on together is the participating program titled *Arlington County Hour*, a weekly series on WJSV, Washington. Produced by the advertising staff of the *Arlington* (Va.) *Sun*, the program features the activities of various social organizations in the county, commercial spots plugging Arlington stores and industries interspersed with music. According to Jess Willard, manager of WJSV, everyone is satisfied with the show. The sponsors report increased business, the station collects its revenue and the newspaper renders a community service as well as filling its coffers from correllated display and classified space purchased by the sponsors. Larry Elliott, chief announcer of WJSV, is master of ceremonies on the *Arlington County Hour*.

Radio Press Cards

CHML, Hamilton, Ont., is issuing "CHML Radio Press Cards" to selected high school students who will act as reporters for the local news broadcasts of the station by phoning in any news developments, which are immediately checked by the station's news staff and if put on the air paid for at press rates. Only a few weeks old, 500 youths have been appointed, and of these 20 are developing into first class reporters whose reports after checking can be used on the air as sent in. Each youth reporter receives a list of instructions of what is news for CHML and how to handle it.

COLGATE - PALMOLIVE - Peet Co., Jersey City, on May 16 filed suit in U. S. district court to restrain Phillips H. Lord from selling or attempting to sell the program *Gangbusters* or its title for radio purposes. Mr. Lord is said to have issued a statement that the program was for sale. C-P-P's complaint states it is the sole owner of the title and of the basic elements of the series of programs.



● Are your SOUND EFFECTS up to Standard ?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio
180 N. Michigan Avenue, CHICAGO

Westinghouse Transfers Radio Staff to Baltimore; Erecting Office Building

HEADQUARTERS of the Westinghouse radio stations were moved May 16 to new quarters in Baltimore from Chicopee Falls, Mass. Temporary offices have been set up in the manufacturing building of the new Westinghouse plant at 2519 Wilkins Ave., pending completion in July of a new office building for the radio division of Westinghouse at the same site.

Mr. Evans

Mr. Gregory

Activities of the broadcasting organization include complete supervision of operation of Westinghouse stations KDKA, KYW, WBZ, WBZA, WOW and WGL, as well as the several experimental stations maintained by the company, which include WAXK and W1XK, international broadcasting stations.

Members of the broadcasting organization now in Baltimore are S. D. Gregory, assistant general manager of Westinghouse stations; Ralph N. Harmon, chief engineer; Gordon Hawkins, program supervisor, and J. B. Rock, in charge of the headquarters office. Walter C. Evans, general manager of the radio division and of all the Westinghouse stations, will not take up his quarters in Baltimore until his manufacturing organization moves there probably in July.

* * *

WESTINGHOUSE will spend approximately $50,000 for improvement of the facilities of its stations WOWO and WGL, Fort Wayne, as well as additional sums for radio activities in other areas, according to an announcement May 25 by A. W. Robertson, its chairman. He announced that $12,000,000 will be expended by Westinghouse for new buildings, machinery and equipment throughout the country, including radio stations and plants.

Dermalab Feelers

DERMALAB Inc., Chicago, started initial radio advertising for Glist Shampoo on May 16 using Des Moines as a test market. Sixty and 100-word announcements are being used from seven to 15 times weekly on two stations, KRNT and KSO. Other stations will be added if test proves successful and when increased distribution has been secured, according to Gene Fromherz, radio time buyer of J. Walter Thompson Co., Chicago, agency handling the account.

Would Sell WFOR

PROPOSED sale of WFOR, Hattiesburg, Miss., by its present operators, C. J. Wright and Birtie M. Wright, was disclosed last month in an application for authority to transfer ownership filed with the FCC. Purchaser would be Miles A. Metzger, an accountant, and Helen G. Metzger. WFOR operates full time with 100 watts on 1370 kc.

DIATHERMY LICENSE URGED BY WHEELER

AMENDMENT of the Communications Act to enable the FCC to check interference to radio reception caused by diathermy apparatus is proposed in a bill (S-4074) introduced in the Senate May 24 by Senator Wheeler (D-Mont.). The bill was offered following receipt by the Senator, as chairman of the Interstate Commerce Committee, of a recommendation to that end from the FCC through Commissioner Paul A. Walker as acting chairman.

The amendment would authorize the Commission to make such rules and regulations and prescribe such restrictions and conditions as it might deem necessary to prevent interference from any apparatus which uses radio frequency electrical current as an essential to its operation. It would prescribe that no person shall operate any apparatus using radio frequency electrical current in any manner inconsistent with the proposed new rules.

Diathermy machines, FCC investigations have shown, cause the interference primarily with high-frequency transmission and might become an important factor in the eventful development of television transmission in the ultra-short wave bands. The Commission held in its report that unless measures for suppression or mitigation can be promptly undertaken "there is real danger that the usefulness of a large part of the radio spectrum for communication purposes will be destroyed."

Labor Disc Series

A SERIES of four quarter-hour discs prepared by Labor's Committee for Civilian Relief in China has been offered to 275 stations by AFL interests on behalf of the labor ball to be held June 17 to raise money for war zone victims. The series was recorded by Radioscriptions Inc., Washington, with production in charge of Chester M. Wright Associates, Washington, under direction of Walter Knobeloch. Music is by Rudy Schramm orchestra. A disc with spot announcements accompanies the program.

COMPLAINT has been made by the Federal Trade Commission against Knox Co., Los Angeles, for allegedly misrepresenting therapeutic value of its Nixoderm, and against Mantle Lamp Co. of America, Chicago, for allegedly using unfair competitive methods in describing its Aladdin lamps. Brackett Products Co., Cincinnati (cosmetics), has stipulated with the FTC to revise claims for Formula X-1, Formula X-2 and X-Ilator.

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC

Chicago

MILENS TIMELY SIGNALS

Oakland Jeweler Adapts Spots to the Season on KSFO and the Listeners Are Responsive

By HERBERT LYSER

THIRD consecutive 52-week contract for time signals on KSFO, San Francisco, was signed recently by Louis J. Milenbach, head of Milen's Jewelers, Oakland, while Lewis Lasky, of KSFO, watched.

RADIO time signals can wallop sales resistances and lick the depression—that is, if circumstances are right.

Circumstances were right for Louis Milenbach of Oakland, Cal., who opened a jewelry store in the fall of 1935 with a staff of six. Today he employs 30 people, handles more diamond sales in California than any other retailer and credits radio time signals in particular for his good fortune.

Westerners know the store as Milens Credit Jewelers.

Mr. Milenbach is convinced of radio's effectiveness. He reports the results of a recent test to station KSFO, San Francisco:

"As you know, we recently ran 35 word announcements on your station, covering a sale for a three-day period of a cross and chain, and locket and chain selling for $1.

"It was indeed a surprise to us to find that during those three days we brought 380 purchasers into our store. This is a result that we have never been able to duplicate in newspaper or any other type of medium, and it certainly makes both my partner and myself feel exceedingly gratified with this result."

Mr. Milenbach's introduction to radio as a sales medium was in July, 1936, when he bought spot announcements over KSFO. Radio results proved so effective that he thought of renewing for a five-year period, but station policy limited renewal to one year.

Last year the store invested $60,000 in advertising, with radio accounting for 45%. Newspapers got 40%, direct mail 14% and miscellaneous 1%. The account is handled through Theodore Segall Agency, San Francisco. It is interesting to note the sales technique used in connection with time signals. Announcements are timely. On May 8, for example, the stress was on gifts for June brides and graduates. During the period May 1-7 emphasis was upon timely gifts for Mother's Day. June business is usually 25 to 30% ahead of other months, according to Mr. Milenbach and December sales are up 400% over the average month. Special merchandise is featured constantly.

The store is the largest jewelry advertiser in Oakland and the only one in that city using a San Francisco station. Radio played a major role in building up 32,000 accounts, three-fourths of which are for women. Mail orders represent about 4% of the total business and customers as far away as Montana send in money for goods advertised over the radio. People within 200 miles of Oakland sometimes make trips to the store in response to special radio offers.

Jewelry and watches account for 90% of the business of Milens. Store space has been enlarged upon three occasions already to accommodate customers and merchandise. Prior to launching his establishment Mr. Milenbach was manager of a chain of 16 stores in Northern California. Associated with him at the present time is Ben Shane, formerly in the jewelry business in Oakland for 16 years.

Mr. Milenbach reports that his year's advertising appropriation is up 10% over 1937, with radio an increasingly important factor. He estimates that 60% of his total sales are the direct result of his radio time signals.

A DETAILED survey of its program structure has been published by CBS in a 48-page booklet titled *A Resume of CBS Broadcasting Activities During 1937*. Of the 18,335 programs broadcast by CBS during 1937, 7,704 were sponsored, 10,631 were sustaining. A special section of the booklet is devoted to CBS shortwave programs and its cooperation with the Government.

NEW PORTABLE PLAYBACK FOR BETTER AUDITIONS TO CLIENTS AND PROSPECTS

•

Easy to carry. Easy to set up. Plays 10, 12, 16-inch records. Complete with speaker, microphone jack and 4-tube amplifier. Remarkably true tone. Stations, agencies, producers—USE THIS NEW PLAYBACK TO SELL PROSPECTS ON THEIR OWN "GROUND!"

Write
Sound Projects Company
612 North Michigan Avenue, Chicago.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

June Opens Western Carolina's Busiest Season!

Summer brings throngs to the cool, scenic mountains. Normal population practically doubles — and business goes UP in proportion. "Cash in" by placing your advertising schedule NOW over WWNC—the sole blanket radio coverage available!

***HOW FORCIBLE ARE THE RIGHT WORDS!**

Old Testament, Job, VI, 25

***Put not your trust in money, but put your money in trust.**

O. W. Holmes, "The Autocrat of the Breakfast Table"

***The ability of KFH to forcibly impress its rich Wichita market with the right words has inspired advertisers to put their advertising dollars in the trustworthy hands of this powerful selling media.**

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

Broadcast Awards By Women's Club

TEN radio programs in six classifications were awarded certificates of merit by the Woman's Press Club of New York at the conclusion of a national radio contest conducted by the club and affiliated clubs throughout the country. Awards were presented by Mrs. Minna Hall Carothers, president, at the club's annual President's Day meeting, at the Hotel Pennsylvania, New York, May 28, as follows:

Editorial Analysis of News of the Day: To Rogers Peet Co., for its Gabriel Heatter broadcasts on WOR, New York.

Unbiased Discussions on Economic, Political and International Problems: To NBC for *America's Town Meeting of the Air*.

Cultural Music (three awards)—For quality of music and its rendition: To the Ford Motor Co., for the *Ford Sunday Evening Hour* on CBS. For encouragement given to development of modern cultural music: To NBC for *Musical Appreciation Hour*. For quality of announcer's presentation: To Milton Cross, announcer of Metropolitan Opera and *Magic Key* broadcasts on NBC.

Cultural Programs for Children (two awards)—For younger children: To Kellogg Co. for its *Singing Lady* programs on NBC. For older children: To E. I. du Pont de Nemours & Co. for *Cavalcade of America* series on CBS.

Cultural Dramatic Programs (two awards)—For cultural quality and excellence of material and presentation: To Standard Brands for *One Man's Family* on NBC. For the best single performance of a new play written for radio: To CBS for *Madam Curie*, a presentation of the Columbia Workshop.

Program for Farm and Rural Audiences: To NBC for its *National Farm and Home Hour*.

Mrs. George Howard was chairman of the radio awards committee, which functioned under the general supervision of Mrs. Joseph E. Goodbar, general director of all contests and newly elected president of the National Federation of Press Women. Program, which included cash awards for the best essays in several fields written by NFPW members, was broadcast by both NBC and CBS.

Oxydol on Discs

PROCTER & GAMBLE Co., Cincinnati (Oxydol), supplementing its NBC and CBS shows, *Ma Perkins* and *The Goldbergs*, on May 30 started quarter-hour WBS transcriptions of *The Goldbergs* on 13 stations, all CBS affiliates. The list comprises KMOX WBT WKBH WDOD WNOX WGBI WWVA KSCJ WGR WDBJ KFH WCCO. Blackett - Sample - Hummert, Chicago, handles Oxydol.

Harvester in Canada

INTERNATIONAL HARVESTER Co., Chicago (bindertwine, tractors), plans to start 13 thrice-weekly spot announcements on four Southern Ontario stations starting June 13. On July 1 International plans similar announcements on four Saskatchewan stations, four stations in Alberta, two in Manitoba and two in the maritime provinces. Aubrey, Moore & Wallace, Chicago, is the agency, with Jack North the radio time buyer.

Stations Asked to Remit Radio Educational Fees For Cooperative Fund

ASKING stations to submit their first contributions to the cooperative radio educational fund by June 10, Mark Ethridge, NAB president, in a special bulletin to all stations May 27 called the $83,000 fund allotted to broadcasting stations a "debt of honor".

To finance 10 separate cooperative projects devised by the Federal Radio Education Committee last year, a fund of $250,000 has been established, of which all save the $83,000 is being contributed by the Rockefeller and Carnegie Foundations. The fund is to be subscribed over a two-year period by stations, with the contributions prorated by the NAB on an equitable basis according to established rates. To be made in five payments, the first payment of June 10 would be 25% of the aggregate assessment with a 20% payment to be made July 10 and two additional 20% payments on Oct. 10 and Jan. 10, and a final 15% payment next April 10.

Mr. Ethridge emphasized the NAB is acting purely as the collection agent for the Federal Radio Education Committee, seeking the contributions from all stations, irrespective of NAB membership. He brought out that the Federal committee drafted the project as a means of proving that no legislation is necessary.

P & G Prize Offer

PROCTER & GAMBLE Co., Cincinnati, on May 30 announced a five-week contest in which weekly prizes will be given for the best entries completing in 25 additional words or less the sentence: "I like Ivory Flakes because—." Each week's ten winners will receive a Studebaker Commander sedan; a specially designed Philco car radio; 1,000 gallons of Texaco Fire Chief gasoline, and $100 cash for vacation money. The contest will start on June 6, and is announced on *The O'Neills* on NBC-Red; *Story of Marlin Marlin* on NBC-Red and Blue; *Across the Breakfast Table* on KMBC, Kansas City; and *The Gospel Singer* two days a week only on two Hawaiian stations on transcriptions, and two days a week on two U. S. stations, via cut-in announcements. Agency is Compton Adv., New York.

Cover FORT WORTH and DALLAS At One Low Cost

Daytime Primary Area With 3,078,558 People. 570 Kilocycles. 5,000 Watts Day; 1,000 Night.

KGKO

FULL TIME NBC OUTLET
MIDWAY BETWEEN
FORT WORTH and DALLAS

Decisions by FCC Delete 3 Stations

WMBQ, KWTN, KGDY Ordered Off the Air By Commission

THREE stations were ordered deleted by the FCC in decisions announced May 27 in which the regulatory board refused to renew their licenses. The local stations affected which must go off the air June 4 unless they obtain court relief, are WMBQ, Brooklyn; KWTN, Watertown, S. D., and KDGY, Huron, S.D.

By unanimous decision the Commission denied a license renewal to WMBQ and ordered its time turned over to WWRL, New York, with which it shares time on 1500 kc. At the same time it denied the competitive applications of Lillian E. Kiefer and Paul J. Gollhofer for the WMBQ license, the two having previously fallen out as co-operators of the station. A 14-page opinion by the Commission set forth the various phases of the conflict, which has lasted several years. The Commission's statement charged them with using the station "to broadcast information pertaining to a lottery," and also with having "failed to exercise proper control over the broadcasting of foreign commercial announcements."

Dakota Denials

In the case of KWTN, 100 watts on 1210 kc., the Commission denied the renewal licenses on the ground that the Watertown station had been operated "in violation of the Commission's rules governing the technical operation of broadcast stations" and that the licensee "has demonstrated an unfitness to continue further in the operation of these facilities."

KGDY's technical operation with 250 watts daytime on 1340 kc. was also found "most irregular and contrary to the Commission's rules," the opinion pointing out that "by virtue of its defective equipment, this station has been silent for more than a year." The Commission also denied proposed transfer of the controlling stock in KGDY to the Greater Kampeska Radio Corp., operator of KWTN.

An application by KWTN to shift to 1340 kc. with 250-500 watts was rejected as creating undue interference. The Commission also pointed out that while there is a need in the Huron area for a station, the record of violations of law and rules established a "lack of fitness" on the part of the owners and operators of KGDY.

Commissioner Brown concurred in the denial of a renewal to KGDY but dissented from the denial to KWTN. Commissioner Sykes dissented from the majority decision in both cases.

News is your best bet

TRANSRADIO

For a Perfect Vacation

Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's Finest Hotel.

A. S. Kirkeby, *Managing Director*

THE Blackstone

MICHIGAN AVENUE, CHICAGO

WMEX Is Granted Increase to 5 kw.

WBZA Is Refused Status as Regional; KGO Denied Boost

IN A 5 to 2 opinion, the FCC May 26 granted WMEX, Boston, a transfer from local status to high-power regional, placing it on 1470 kc. with 5,000 watts unlimited time. Commissioners Case and Sykes strongly dissented on grounds of lack of financial responsibility plus interference and purported lack of need for the additional service in the Boston area.

In other written opinions, the FCC denied the application of WBZA, Springfield, Mass. to cease synchronized operation with WBZ, Boston, and to establish a new regional station on 550 kc. It also denied the application of KGO, San Francisco to increase from 7,500 to 50,000 watts, and in so doing made a significant statement about station leases.

The WMEX grant settled a case pending nearly two years. The application was granted originally without a hearing but WNAC and WAAB, Boston, as well as WLAC, Nashville, the latter operating on the same frequency, protested and it was thrown into hearing. The majority held they had failed to sustain their protests and that the WMEX owners were financially legally and otherwise qualified and that there was need for the additional service. Moreover, it was held the granting of the application would not result in objectionable interference.

Dissent by Case

Governor Case, in his dissent concurred in by Judge Sykes, questioned financial responsibility of WMEX owners and analyzed the statement submitted for the record, concluding that the applicant was not financially qualified. Moreover, he held that WLAC would receive objectionable interference and that the Boston area is "well supplied with broadcast service".

In denying the KGO application for increased power on 790 kc., on which WGY also operates, the FCC pointed out that the equipment of KGO is owned by General Electric and that it was the former licensee of the station. NBC began operation of the station under license transfer to it in 1930.

"Although not in issue in this proceeding," said the decision, "the Commission deems it appropriate to refer to the last agreement of Nov. 21, 1932, for the purpose of saying nothing in said agreement did, could, or will operate in any wise as an acceptance or recognition of any rights, equities or proprieties of the General Electric Co., either upon the date of termination of said license, or otherwise with respect to the license for station KGO.

"The Commission held on the power increase that KGO had failed to show the need for an additional service and that granting of the application would cause interference with operation of KEHE, Los Angeles.

WINS Foreign Series

JOHNSTON & NATIRBOV, New York, foreign language radio counselor and representative, has purchased an hour across the board, seven days a week on WINS.

FCC's Multiple Ownership Opposition Reaffirmed in Denying WREN Transfer

REAFFIRMING its stand against multiple ownership of stations in the same area, the FCC in an unanimous opinion May 27 denied the application to transfer WREN, Lawrence, Kan., to the *Kansas City Star*, which operates WDAF. The purchase price was $295,000.

Involving not only the multiple ownership issue but also the question of newspaper acquisition of stations, the decision held that joint ownership of the stations by the *Star* company would create a competitive situation dangerous to KMBC, Kansas City, and would "materially reduce competition in the area."

The FCC called attention to its ruling last Jan. 12 in the case of WSMB, New Orleans, which sought a second station in that city. At that time the FCC said it was loathe to grant facilities for an additional station to anyone already holding a license in the same community.

While the opinion cannot be viewed as a hard and fast ruling affecting all cases of newspaper acquisition or of multiple ownership, it nevertheless tends further to show that the FCC will be inclined to throw the weight of its opinions in favor of applicants not already holding facilities in the same area. The newspaper issue as such was not materially raised in the WREN opinion. WREN is owned by the Jenny Wren Co., flour millers, and operates on 1220 kc. with 1,000 watts night and 5,000 watts local sunset, sharing time with KFKU, University of Kansas station at Lawrence. It is the NBC-Blue outlet for the Kansas City area. The Commission pointed out that the Wren Company planned to continue to operate the station and maintain the same character of service in event of disapproval of the transfer.

LOUISVILLE civic authorities have approved planting a tree and placing a brass marker on the courthouse lawn in recognition of the services rendered during the 1937 flood by the late Pete Monroe, staff announcer of WHAS.

WJBY

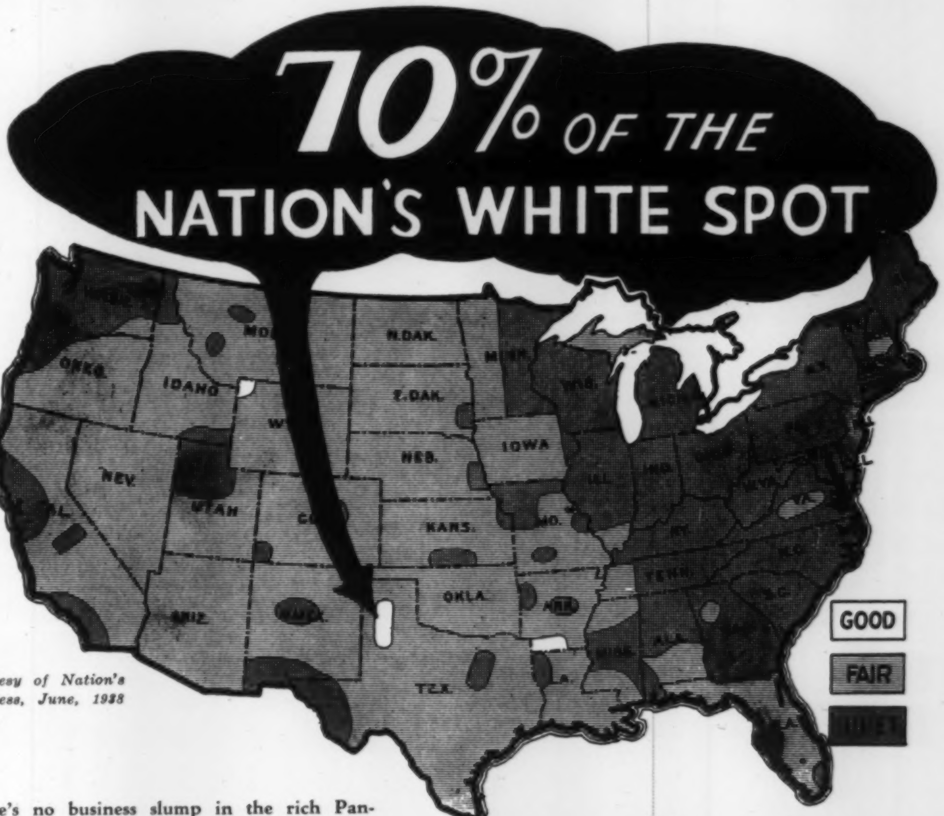
GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

JUST TWO STATIONS . . .

KGNC, Amarillo, and KFYO, Lubbock, Cover About



Courtesy of Nation's Business, June, 1938 Issue.

There's no business slump in the rich Panhandle-Plains . . . cattle, wheat, cotton and oil make this market the "brightest" spot in the nation. KGNC is the NBC outlet for 75,400 prosperous radio homes in the isolated North Plains area—KFYO the home station of the South Plains. Together, they can do a powerful job of selling for you in a spot where folks have money with which to buy!

National Representative: **Howard H. Wilson Co.,**
NEW YORK • CHICAGO • KANSAS CITY

KGNC
The *Globe-News* Station
Amarillo, Texas

KFYO
The *Avalanche-Journal* Station
Lubbock, Texas

CLARK

for

QUALITY

in

ELECTRICAL
TRANSCRIPTION
PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark
PHONOGRAPH RECORD CO.
NEWARK · N · J ·
216 HIGH ST.
HUmboldt 2-0880

Hearst Radio

(Continued from page 11)

WBAL, with at least two organizations or individuals interested. John Elmer, president and part owner of WCBM, Baltimore local, is understood to have advanced a proposition on behalf of a Baltimore group, while the chief owners of the American Oil Co. (Amoco Gas) also are understood to have been interested in acquiring the station. The price quotations, it is reported, have ranged between $600,000 and $700,000.

Offers likewise have been made by at least one local group in Milwaukee for the purchase of WISN for approximately $250,000, but it is understood a figure of $50,000 more had been quoted on behalf of Hearst. While preliminary conversations had developed in connection with KYA, San Francisco independent, there have been no indications of consummation of a deal. The figure mentioned in connection with that outlet has been around $150,000.

Biscuit Disc Shifts

NATIONAL BISCUIT Co., New York, which has been sponsoring *Dan Harding's Wife* five days weekly on 7 NBC-Red stations since Jan. 3 for Premium Soda crackers, on June 27 will shift sponsorship to Shredded Wheat. The program is also heard on 25 stations on transcriptions. Agency for Premium Sodas is McCann-Erickson, Chicago; for Shredded Wheat, Federal Adv. Agency, New York.

S. C. JOHNSON & SON, Racine, Wis., used 100-word spot announcements twice daily on four Canadian stations between May 19 and 31. Stations were: CKCK, Regina; CHAB, Moose Jaw; CFRB, Toronto; CJOR, Vancouver. Needham, Louis & Brorby, Chicago, is agency.

Col. O'Brien to Request WAOB Call for WINS

CHANGE in the call letters of WINS, New York, to WAOB will be sought by Col. Arthur A. O'Brien, Seattle and Washington, D. C., attorney, who is completing negotiations for purchase of the station from Hearst Radio Inc., for approximately $250,000.

Col. O'Brien has set up a New York corporation to operate the station with the designation WAOB Inc., utilizing his initials for the call. Fred Lohmeyer, secretary to Col. O'Brien, is president of the new corporation in which Col. O'Brien holds all of the stock save qualifying shares. FCC authority for the change in call will be sought.

Ads on Coin Records

NATIONAL Phonographic Network, recently incorporated in New York, expects to get under way with its plan to sell advertising announcements on phonograph records to be used in coin-operated machines throughout the country as soon as it has received approval from the American Federation of Musicians. John B. Griffith, operating head of the organization, has had several conferences with AFM officials and expects a favorable reply after the AFM convention in June. National Phonographic Network claims contracts to place records in some 250,000 coin machines and says that a number of national advertisers have expressed interest in this new medium.

WEST END Brewing Co., New York (Utica Club beer and ale), is planning a schedule of station-break announcements in New England. Agency is Compton Adv., New York.

GIRLS graduating from high schools in the Ashtabula, O., area, who have taken part in any programs of WICA either as soloists or members of units, are being presented with corsages at commencement time by the station.

Sliding Rep Scale Proposed by IRS

A PLAN to replace the standard 15% commission, after agency, usually charged by station representatives, with a sliding scale based on national spot volume of each station, is under consideration by International Radio Sales, Hearst representative organization. Stating that the plan is unprecedented in this field, an announcement by Murray Grabhorn, vice-president and general manager of IRS, says that it is based on the principle that some stations are easier to sell than others, and that IRS proposes to adjust its scale of charges accordingly, grading them from 20% down to 8% according to the gross volume of national spot business.

"For the first time," the announcement states, "a station representative will place a measurement upon the relative sales effort and cost of securing national spot business. It is well recognized that the more popular the station a lesser sales effort is necessary with, consequently, a lower sales expense. Inversely, smaller stations or stations in secondary markets call for a greater sales effort and a greater sales expense."

Tentative scale has been set up as follows: Gross volume of national spot business, $350,000, percentage of commission, 8%; $300,000, 8.5%; $250,000, 9%; $200,000, 10%; $150,000, 11%; $125,000, 12%; $100,000, 13%; $75,000, 14%; $50,000, 15%; $40,000, 16%; $35,000, 17%; $30,000, 18%; $25,000, 19%; less than $25,000, 20%.

Scale is to apply retroactively over a contract year, with a rebate due to the station if gross business is increased enough to put it into a higher income level with a lower percentage. IRS executives are favorably inclined toward the idea, but want to give it more study before recommending it as a definite company policy.

WOKO
ALBANY, N.Y.

WHERE SUMMER'S "ON THE LEVEL" . . .

Sales charts for the rich Capital District just don't have summer valleys . . . WOKO's vast territory ranks among the top ten the country over for stable business, potent buying power, *all* year. Check the surveys.

WOKO—In the Heart of "The State that Has Everything"

Harold E. Smith, General Manager
John Blair and Company, National Representatives

STATION W·O·K·O ALBANY, N. Y.

When Buddy Died

DEATH of "Buddy", famous shepherd dog of the "Seeing Eye" school in Morristown, N. J., and eyes for Morris Frank, the school's founder, was so vividly described by Jack Harris, WSM newscaster, on his May 24 program that many listeners wrote and phoned their sympathetic reactions. Newscaster Harris could take no bows for literary composition. It was real to him. Buddy was his favorite dog, Morris Frank his blind cousin.

KFRU

●

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU
Covers the Heart of Missouri

●

Denials of Applications To Transfer WMPS and WCLS Are Favored

DENIAL of the application for transfer of WMPS, Memphis, from the Commercial Appeal Co. to the Memphis Press Scimitar Co., both Scripps-Howard subsidiaries, was recommended to the FCC May 17 by Examiner Robert L. Irwin. In another report, Chief Examiner Davis G. Arnold recommended denial of transfer of WCLS, Joliet, Ill., from R. W. Hoffman to L. W. Wood and Walter Ashe.

In the Memphis case, the Examiner held it did not appear that the transfer application could be granted within the purview of the Communications Act since it was shown that the Appeal Co., which controls WMPS, has been "more interested in the operation of Station WMC [which it also owns] than it has in the success of station WMPS."

The conclusion continued:

"As a result, the Appeal Co. has been compelled to advance money for the operating expenses of station WMPS. Pursuant to the agreement for the transfer of control, the Press Co. obligates itself to repay all the advances made by the Appeal Co. for the operation of the station. It would be economically and financially unsound to permit an applicant to be reimbursed for advances made to an affiliated company under the circumstances shown above."

Chief Examiner Arnold held that the transfer of WCLS from Mr. Hoffman to the new licensee could not be approved within the purview of the Communications Act because it was shown that the consideration to be paid for the stock "greatly exceeds the value of the assets to be transferred." He pointed out that Mr. Wood, manager of WCLS in Joliet, and Mr. Ashe, owner of the Walter Ashe Radio Co. of St. Louis, radio supply house, had agreed to pay $30,000 for the station and that the station has a depreciated value of approximately $9,000 and a replacement value of approximately $12,600.

The examiner said the situation "appears unfortunate, since the listeners in the service area of the station would probably receive better broadcast service under the operation expected by the transferees who would devote more time and attention to the management and programs of the station." WCLS operates on the 1310 kc. channel with 100 watts power specified hours of operation.

The Other Fellow's Viewpoint . . .

Gregg County Slight

EDITOR BROADCASTING:

In the May 15 issue of your publication is published the latest figures of radio families as released by the Joint Committee on Radio Research. Inasmuch as these figures are based upon the 1930 Census and, also, due to the fact that oil was discovered in 1931 in Gregg County and the East Texas Area we feel that these figures are very inaccurate. For example, Gregg County is shown to have only 2,660 radios. We feel that there are more automobile radios in Gregg County than the figures given above. According to the 1937 automobile registrations Gregg County has 16,497 automobiles and we are advised by the local Chevrolet dealer that 40% of all cars sold within the last four years are radio equipped.

During the last four years more than 11,000 new cars have been sold in Gregg County and using the figure 40% this would give approximately 4,400 car radios alone in Gregg County. According to the Texas Almanac, Gregg County has a population of 70,000 and using the basis of 4 people to a family this would give 18,500 families. The Joint Committee uses 68% of Texas families owning radios and if this figure were used Gregg County would have 18,500 families or 12,580 radio families in Gregg County. The Joint Committee misses the number of radios in Gregg County by approximately 10,000 in the home and makes no mention of the 4,400 car radios.

Unfortunately, Gregg County has never been given the proper recognition in Census figures due to the fact that oil was discovered slightly after the 1930 Census. We sincerely hope that when the 1940 census is taken we will get a true estimate of the people, wealth and purchasing power of Gregg County but until that time we feel that advertising agencies and manufacturers should not be deprived of this information and that is the reason why we are writing you this letter.

JAMES R. CURTIS,
May 17 KFRO, Longview, Tex.

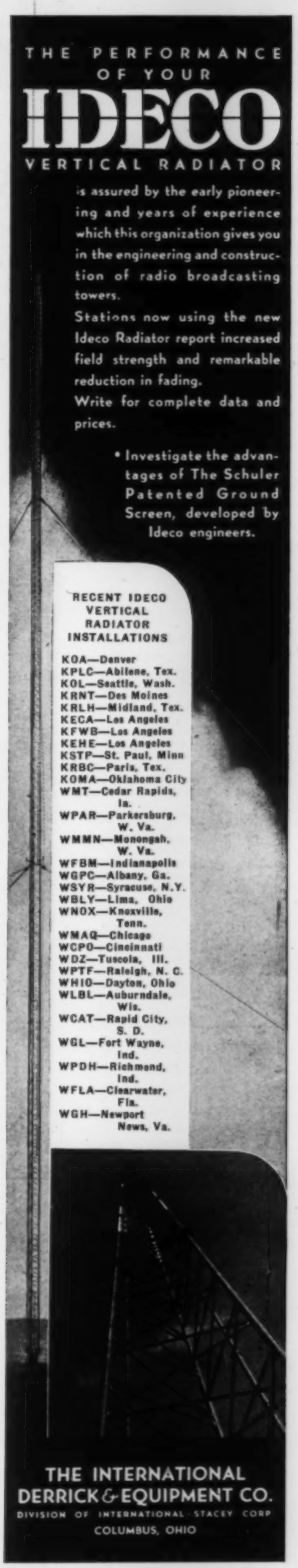
Third Year for Talley

RALSTON PURINA Co., St. Louis (Ry-Krisp), for the third consecutive year will sponsor Marion Talley's song series on 35 NBC-Red stations, having renewed her contract for 52 weeks effective June 26, Sunday, 1-1:30 p. m. (PST). Weekly broadcasts will continue to emanate from Hollywood. Talent includes Josef Koestner's orchestra, Paul Taylor's Hollywood Singers for choral background and Ken Carpenter. Marvin Young is NBC producer of the series. Agency is Gardner Adv. Co., St. Louis.

County Census Error

IN THE county radio census published in the May 15 BROADCASTING, as compiled by the Joint Committee on Radio Research, Franklin County, Ohio, was listed as having 9,880 radio families. The correct figure is 90,880. BROADCASTING regrets the typographical error.

EDWARD H. ARMSTRONG, noted inventor, now working on his frequency modulation system in New Jersey, on May 10 was granted Patent No. 2,116,501 by the U. S. Patent Office covering a radio receiving system.



THE PERFORMANCE OF YOUR

IDECO

VERTICAL RADIATOR

is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.

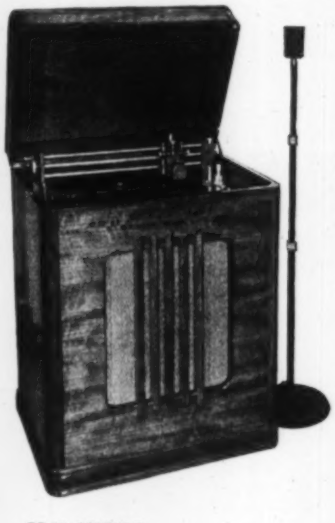
Write for complete data and prices.

• Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

RECENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL-STACEY CORP
COLUMBUS, OHIO



A ★ New, Complete

LINE OF RADIOTONE RECORDERS

For more than four years, Radiotone Recorders have been favorites in the critical Hollywood market where they are manufactured. Now a new, complete line is offered to users of Recording Equipment everywhere. Two models are shown here—there are 4 other standard models of equal interest.

Write for full Information and Specifications or See These Models at the RMA Show, June 7 to 11

PR-50 CONSOLE
Where appearance is important, the Radiotone PR-50 is ideal. Complete with 16" dual-speed turntable, variable lines-per-inch (90 to 135); inside-out or outside-in recording; line-spreader; special built-in recording and playback amplifier. Every feature of a studio or other heavy-duty Recorder, in a beautiful Walnut Console!

PR-12 PORTABLE
Light, portable, sure-fire—the Radiotone PR-12 is a popular 78 RPM, 12" Recorder. 90 lines per inch, quick-change from inside-out to outside-in, perfected overhead lathe-type lead screw. Very moderately priced.

Radiotone Inc. MANUFACTURERS
6103 MELROSE AVENUE • HOLLYWOOD, CALIFORNIA
620 NORTH MICHIGAN BLVD. • CHICAGO • ILLINOIS

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
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Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

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AUDIT BUREAU
OF
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HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

ROBERT S. RAINS
Special Consultant
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Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late Personal and News Notes

MERVYN RATHBORNE, president American Communications Association, CIO affiliate which has jurisdiction over the entire communications field including broadcasting, is making a trip to the West Coast to attend a conference of locals from that part of the country on June 18, preliminary to the national convention which will be held in New York July 18. He is visiting a number of locals, which may result in increased organization activity in the broadcasting field.

TOM MORTON, production man of WFLA, Tampa, is expected to return to his post early in June after a two months absence due to a paralyzed leg.

BILL CAVANAGH, formerly of WKZO, Kalamazoo, and now with WCFL, Chicago, on June 3 will marry Sally Krenz, administrator of the Marathon County Pension Bureau of Wausau, Wis., whom he met while production manager of WSAU in that city.

COMMUNITY OPTICIANS of Brooklyn, New York, recently signed for 19 hours a week on WMCA, New York [BROADCASTING, May 15], has reduced the schedule to two hours weekly. The change is said to be due to a controversy over the type of copy to be used. Agency is Commonwealth Adv. Agency, Boston.

FRED WILE, assistant manager of the radio department, Young & Rubicam, New York, is the father of a seven-pound girl born May 25.

HAROLD L. CURTIS, with Shell Union Oil Corp. for the last 15 years, has been appointed sales promotion and advertising manager. He succeeds Fred C. Foy, resigned.

JOHN TAYLOR, script supervisor and program manager of the radio department of Compton Adv., New York, left New York May 29 for a week of conferences with script writers in Chicago.

WALTER WALDORF WALRATH, chief announcer of WICA, Ashtabula, O., will marry Miss Ruth Johnson in late August.

WORTH KRAMER, program director of WGAR, Cleveland, will marry Alice Hougue, of the staff of WICA, Ashtabula, O., in late fall.

WEED & Co. on July 2 will assume representation of CFRC, Kingston, Ont. The station is licensed to Queen's University and is operated in partnership with the *Kingston Whig-Standard*.

XELO, Tia Juana, Mexico, has appointed Mexican Radio Sales, Chicago, as Midwestern representative, with Louis Graf as West Coast and eastern representative.

FLOYD ROGERS, news editor of WIS, Columbia, S. C., is making a good-will tour of South Carolina, contacting civic leaders and newspaper editors in various cities and towns. In his absence, Bev Dean, production manager, is pinch-hitting as publicity director, and Chief Announcer James Young is handling news.

Wheaties Prize Test

GENERAL MILLS, Minneapolis (Wheaties), has started a four-week test campaign on WOPI, Bristol, Tenn. The program, heard Saturdays, is called the *WOPI Wheaties Champion Club*, and prizes are given weekly for the three best essays on "Why I Like Wheaties".

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

RADIO WRITERS: Over 150 Karl Zomar client stations want new program scripts, dramas, skits, novelty ideas. Send audition scripts for prompt consideration. KARL ZOMAR SCRIPT SERVICE, P. O. Box 150, Springfield, Mo.

Situations Wanted

Radio operator, 6 years experience broadcast, marine and point-to-point. First class radio telephone, second class radio telegraph. Will go anywhere. Excellent references. Box 998, BROADCASTING.

Young, experienced announcer specializing in sports, desires position with small Southern station. Also write continuity. Box 991, BROADCASTING.

University journalism teacher with newspaper and radio speech experience wishes to return to work handling news editing or news commentating. Go anywhere. Box 987, BROADCASTING.

Chief Engineer

Do you want a permanent chief engineer (ten years experience) who is capable, ambitious, sincere, efficient, loyal, progressive and foresighted? Please write Box 989, BROADCASTING.

Sales job for national and local business. Can also handle promotion. Ex-advertising agency radio man who has sold time for representative N. Y. station. Excellent experience and contacts. Available immediately. Box 997, BROADCASTING.

Radio operator, first class radiotelephone license, age 32, married, police and aeronautical experience, desires position in broadcast station, go anywhere in United States, available two weeks notice. Box 988, BROADCASTING.

Sales promotion man with advertising, merchandising and publicity background; network and station, desires New York or New England connection. In New York after June 1st. Write Box 992, BROADCASTING.

Situations Wanted (Con'td.)

Permanent, vacation relief work. RCA graduate, first radiotelephone, 3 years A amateur. Box 994, BROADCASTING.

Experienced studio control engineer desires permanent connection. Any type of station work. 1st class phone license. RCA Graduate. Assistant transcription engineer for 3 years. Single. Box 993, BROADCASTING.

Attention station owners anywhere! Two-man crew available to run your outlet. One as manager, production, and sales manager, other as splendid salesman. Both announce, sell, and are go-getters. Now running thousand watt outlet, desire more ambitious owner, want salary and commission basis. Finest references in radio. Box 995, BROADCASTING.

WRITER-EDITOR PUBLICIST

If you need an all-round writer, here's your man. Experienced in continuity, news, publicity, production. Network scripts. Newspaper background, valuable press contacts. University graduate, age 23. Go anywhere. Milton C. Hill, 2728 Euclid Avenue, Cleveland, Ohio.

Wanted to Buy

Will purchase all or part interest in station where area is potentially productive under capable, experienced management. From 100 to 5000 watts. Box 996, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Service in 1937 Flood Brings Paley Amateur Award to Ham Operator

ROBERT T. ANDERSON, amateur operator of W9MWC, Harrisburg, Ill., has been named by a board of five as winner of the William S. Paley Amateur Radio Award for 1937. He will be given the award by Mr. Paley at a luncheon at the Waldorf-Astoria, New York, June 9. The presentation will be broadcast over CBS.

The selection was based on Anderson's heroic performance during the January 1937 flood emergency when he worked for four days, getting only 10 hours sleep, to secure relief for the town of Shawneetown, threatened with inundation by the Ohio River. He carried his amateur transmitter across three dangerous bodies of water and worked in below-zero temperatures with snow and sleet falling heavily to get means of evacuation for the 1,500 inhabitants of the isolated town. Anderson's transmitter was Shawneetown's only means of communication with the outside world. Largely through his efforts the entire population was moved without loss of life.

Anderson is the second recipient of the Paley Award, presented annually "to that individual who, through amateur radio, in the opinion of an impartial board of awards, has contributed most usefully to the American people, either in research, technical development or operating achievement, and to be open to all amateur radio operators in the United States and Canada." The first award last May went to Walter Stiles Jr., of Coudersport, Pa., for heroic work during the March 1936 flood.

Comprising the awards board are Norman H. Davis, chairman of the American Red Cross; Dr. J. H. Dellinger, chief of the Radio Section, U. S. Bureau of Standards; Lt. Comdr. Charles P. Edwards, chief of Air Services, Canadian Department of Transport; A. E. Kennelly, professor-emeritus of electrical engineering at Harvard; Rear Admiral Russell Randolph Waesche, commandant, U. S. Coast Guard.

GRACIE ALLEN, co-star of the Grape Nuts program with George Burns, has been uniquely honored by S. S. Van Dine, mystery writer, whose new opus bears the title, "The Gracie Allen Murder Case." Gracie will play the title role when the novel is screened by Paramount in the fall.

Neville Miller

(*Continued from page 12*)

sulted other municipalities, went all over the country to saturate himself in information by way of preparedness.

When he sought negotiations with the companies, however, he met difficulty even in getting them to discuss the question. The telephone company said there was nothing to discuss. Miller thought there was—and he had an ordinance passed to compel the utility to sue the city so that the matters at issue could be aired. In the process, the mayor confounded his opponents by knowing both sides of the argument, discussing capital investment, depreciation and rate structures as glibly as any of them, and with special application to the particular rates in effect.

In both instances the companies agreed to a settlement. Rates of the gas and electric company were reduced by $1,500,000 annually and telephone rates by $440,000.

Miller's record as Mayor was not one in which he sallied forth as the people's champion to slay dragons besetting them. In the utility fight he did not picture the corporations as monsters devouring the people's rights, or resort to the usual politician's devices. He simply said the rates were too high and set out to prove it by the facts. When he left Louisville, his departure was deplored as much by business elements as by other groups.

Miller can look you in the eye and tell you he does not understand why people are interested in him and his services. He is in all outward aspects the ordinary, average person he claims to be. But there are qualities of leadership about this modest individual who gets things done. He was valedictorian of his Princeton class, head of the Louisville Bar Association and dean of the University of Louisville Law School in his 30's and Louisville's mayor a little later despite the fact that he had not previously been a figure in politics.

NBC has issued a file card to accompany the Joint Committee Report on Radio Ownership. In addition to the state totals, the card includes breakdowns of the official figures, a map, and pictorial charts.

Near the top of the dial are the local programs folks here like best.
To most listeners we're—

Friend and Neighbor

NBC

WSYR
SYRACUSE

THE Lion AND THE Mouse

NEW STYLE

Once upon a time, telephone wires were used to carry *only* speech from one point to another. A person speaking into a telephone transmitter was heard clearly and distinctly in a telephone receiver a few yards or many miles away.

That was before the days of broadcasting networks. Today, special telephone circuits have been perfected that will carry the roar of a lion or the squeak of a mouse. The whole gamut of broadcast sound from the thundering "umpah" to the shrill pipings of a piccolo can now be transmitted faithfully. Telephone research and the application of new developments contribute constantly to the business of broadcasting.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES
BELL SYSTEM

ASTATIC

MODEL T-3
MICROPHONE
Gives Real Performance

Designed for public address, broadcasting, recording and amateur fields. Swivel mount, tilting head for directional or non-directional pickup. Improved crystal assembly. Interchangeable plug and socket connector and cable.

LIST PRICE $25.00

CRYSTAL
MICROPHONE
MODEL K-2

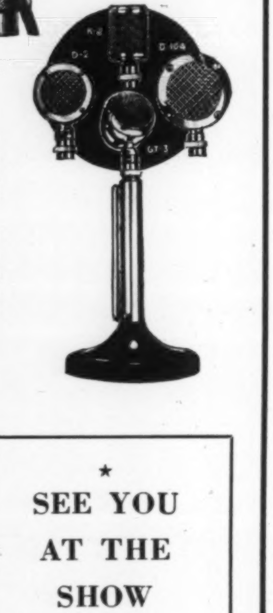
Non-directional type for studio, P.A. and amateur use. Interchangeable plug and socket connector and cable.

LIST PRICE $27.50

MODEL D-104

A favorite for quality "speech range" performance. Popular with amateurs everywhere. Interchangeable socket connector.

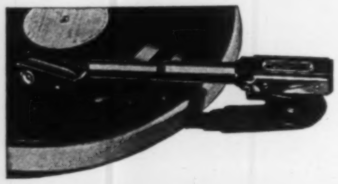
LIST PRICE $22.50



NEW TYPE G DESK STAND

Grip-to-Talk Model with relay operating switch for remote control of amplifiers and transmitters through suitable relay systems. Palm control. Interchangeable socket connector to accommodate microphones illustrated.

GT-3 Microphone and Stand	$30.00
GD-2 Microphone and Stand	30.00
GK-2 Microphone and Stand	32.50
GD-104 Microphone and Stand	27.50
Type G Stand alone	10.00



B-16 CRYSTAL PICKUP

Astatic's finest crystal Pickup. Designed especially for professional use on lateral transcriptions of all sizes. Offset head. Reduced tracking error. Moisture sealed crystal element. Ball bearing swivel base. Black and chrome. Complete with cable.

LIST PRICE $27.50

NEW O-7 PICKUP

Highly efficient, streamlined crystal pickup for amplifier and radio-phonograph combinations. Offset head, Axial Cushioning and other improved features.

New Lower List Price $6.50

★

SEE YOU
AT THE
SHOW

★

Visit the Astatic Booth and enjoy looking over the complete line of Astatic Crystal Microphones, Pickups and Stands. Catalog sheets and other literature will be available.

ASTATIC MICROPHONE LABORATORY, Inc. YOUNGSTOWN, O.
Pioneer Manufacturers of Quality Crystal Products

Licensed Under Brush Development Co. Patents

Equipment

USING RCA equipment throughout with a 165-foot Harrell tubular antenna, the new WGIL, Galesburg, Ill., 250 watts daytime on 1500 kc., expects to be ready for operation early in June. Glen Callison has been appointed chief engineer of the station which will be managed by Howard A. Miller and is largely owned by the executives of the *Galesburg Register-Mail*.

RAY COLLINS, technical supervisor of WFAA, Dallas, on May 21 announced the signing of a contract with Truscon Steel Co. for a 653-foot uniform cross-section tubular steel vertical radiator. Construction will begin within 30 days, he said, and will be completed Sept. 1.

CONSTRUCTION of the new 510-foot KNX, Hollywood, transmitter tower has been started in the El Nido section of Los Angeles. The transmitter building is nearing completion with occupation slated for September. Electrical equipment is now being installed. When completed the transmitter will represent an investment of approximately $350,000.

RADIOTONE Inc., Hollywood and Chicago, on May 19 announced introduction of six standard model recorders designed both for home and professional acetate recordings. Two home models are sold through retail music dealers. Two professional portable models are available, using separate amplifiers. A studio model (PR-20) is designed primarily for use in stations and a console model (PR-50) has a complete built-in amplifier.

SOUND PROJECTS Co., Chicago, announces a new portable playback to facilitate auditions to prospective sponsors. The machine weighs 40 pounds, plays 10, 12 and 16-inch records and is complete with 4-tube amplifier, 10-inch detachable speaker, microphone jack and self-contained record compartment. It operates with dual speed on AC or DC current.

WHBF, Rock Island, Ill., started operations May 20 at its new transmitter house, using a new 300-F Collins transmitter. Collins speech amplifier and terminating equipment are used with General Radio frequency monitoring equipment.

WCFL, Chicago, has installed RCA-Victor Type 70-B transcription equipment.

WXYZ, Detroit, and WOOD-WASH, Grand Rapids, Mich., have installed new Presto recording equipment.

WMAQ, Chicago, is improving its transmitter by installing a "reverse feedback" and an automatic power line switch which cuts in auxiliary power supply in less than a half-second if failure occurs in regular supply.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

WSFA, Montgomery, Ala., put its new Collins 1,000-watt transmitter and 190-foot Blaw-Knox vertical radiator into operation the week of May 9, carrying a special dedicatory broadcast. The plant is located on Narrow Lane Road, about five miles from the city.

COLLINS RADIO Co., Cedar Rapids, Ia., has installed a single channel 12-Y remote amplifier at KMTR, Hollywood; two 12-Y remote amplifiers and one 12-X remote amplifier at KDON, Monterey, Cal.; a 12-H speech input console at KRKD, Los Angeles.

ALLEN B. DuMONT Labs., Passaic, N. J., announces a new 9-inch precision oscillograph, Type 169, with two independent power supplies and two amplifiers with push-pull electrostatic deflection.

WOR, Newark, has installed a $49,000 air conditioning plant in its nine studios at 1440 Broadway, New York.

CJRM, Regina, Sask., is installing a new transmitter plant including a 440-foot vertical radiator.

New RCA Catalog Shows All Broadcast Equipment

A COMPLETE catalog of all of its broadcast equipment has been published by RCA Mfg. Co. In addition to the equipment material, there is included a data section for use as an auxiliary handbook by studio technicians.

The catalog follows through in logical sequence from the microphone in the studio to test equipment. Each item listed is fully described and accompanied by curves or diagrams enabling the engineer to grasp quickly its function or purpose. A summary gives factual data regarding different units displayed on the page, enabling the engineer to make quick comparisons. The book is being supplied to station managers and chief engineers with extra copies available at 50c each.

WWVA Cancels Protest

FULL-TIME operation for WAPI, Birmingham, and KVOO, Tulsa, on the 1140 kc. channel under an experimental grant, will proceed as originally planned by virtue of the withdrawal May 16 of the protest filed by WWVA, Wheeling. The protest was filed May 4 and would have had the effect of throwing the proposed duplicated operation into hearing. Withdrawal, it is understood, was based upon an understanding by WAPI that it would not stand in the way of WWVA's projected full-time operation under the terms of the Havana treaty on the 1170 kc. channel to be duplicated with KVOO and KEX, Portland.

ITC Stock Issue

INTERNATIONAL Television Corp., has filed a report with the Securities & Exchange Commission indicating the issuance of a million shares of stock from which it expects to realize $1,200,000. Returns from this issue, according to the report, will be expended in the main: For television, $500,000; for facsimile, $250,000; for infra red ray purposes, $250,000. The company, of which William H. Priess is president, controls a series of foreign and domestic patents incident to the "Priess vibratory television system."

in the CONTROL ROOM

THIRTEENTH annual convention of the Institute of Radio Engineers will be held in the Hotel Pennsylvania, New York, June 16-18 and a program including 48 papers is now being drawn up, along with an elaborate program of entertainment for visiting engineers and their ladies.

ROBERT HAIGH, transmitter engineer of KFRU, Columbia, Mo., will marry Miss Marjorie Hitchings June 18.

TED DENTON, CBS Hollywood engineer, in a contest among network employes for photographs by amateurs of the new Columbia Square studios, that city, was awarded first prize of $25 posted by Donald W. Thornburgh, Pacific Coast vice-president. Don Forbes, chief announcer and Maurice Webster, staff announcer, received first and second honorary mention.

A. R. JOHNSON, engineer of WENR, Chicago, sailed from New York May 28 with his wife and daughter, for a two-month visit to Scandinavian countries. Frank Zurek is filling his post.

T. H. VAN COTT, assistant to O. B. Hanson, NBC vice-president in charge of engineering, is the father of a boy born May 24 at Glendale, L. I.

BILL DAVIS, engineer of WTAR, Norfolk, Va., ill for the last month, is expected to return to his desk within a week.

VICTOR J. ANDREW, Chicago consulting engineer, presented a paper titled "Directional Broadcast Antennas" before the Detroit section of the Institute of Radio Engineers at a meeting May 20.

J. R. POPPELE, chief engineer of WOR, Newark, and Mrs. Poppele returned May 26 from a two-month European tour during which Mr. Poppele surveyed broadcasting conditions in England, Holland, Belgium, France, Switzerland, Italy and Germany.

JOHN M. BALDWIN, chief engineer of KDYL, Salt Lake City, is the father of a baby girl born recently.

RALPH JORDAN, formerly of WCPO, Cincinnati, has joined the engineering staff of WCKY, that city.

DARCY COON, engineer of CKGB, Timmins, Ont., has returned to his duties following a protracted illness.

JOHN D. FLEWELLING, engineer of WXYZ, Detroit, is the father of a baby boy born May 9.

LAWRENCE SHIPLEY, assistant chief engineer of WGAR, Cleveland, is the father of a baby girl born May 19.

REX WHITE has joined the engineering staff of WSGN, Birmingham, Ala.

NOLAN SMITH has joined the staff of KVSO, Ardmore, Okla., as relief engineer.

Midwest Engineers Meet

ABOUT 100 radio engineers representing stations in Iowa, Minnesota and Illinois met at Iowa U. May 13 in general session. Topics ranged from the theory of modern studio design discussed by Charles F. Quentin, chief engineer of WMT, Cedar Rapids, to a study of field intensity measuring equipment by John F. Burn of the Collins Radio Co. Fascimile and television were demonstrated and explained by E. B. Kurtz, of the Iowa U. engineering department.

Horn Elected President Of Electrical Association

CHARLES W. HORN, NBC director of research and development, was elected president of the New York Electrical Society at its annual meeting, May 20. Mr. Horn, who has served as first vice-president of the organization for the past year, succeeds Arthur H. Kehoe, vice-president of the Consolidated Edison Co., New York.

Other officers elected were: R. W. King, assistant to Dr. Frank B. Jewett, president of Bell Telephone Lab., first vice-president; G. Failla, physicist at Memorial Hospital, second vice-president, and George F. Fowler, a member of the technical staff of the Bell Telephone Laboratories, treasurer. Colin G. Fink, professor of electrochemistry at Columbia U. and H. L. Ward, assistant engineer of the Western Electric Co., were made members of the board of directors to serve three-year terms.

More than 550 technicians and laymen witnessed a demonstration of the all-electronic television system given jointly by RCA and NBC.

New Radiotone Plant

RADIOTONE, Inc., Hollywood and Chicago, has broken ground for a new manufacturing plant to be located at 7356 Melrose Ave., Hollywood. In addition to the manufacturing space of modern open construction, the building will contain general and private offices, a display room and laboratories. Construction is expected to be completed on June 30, at which time the manufacturing capacity of Radiotone will be expanded largely.

Navy Shortwave Test

ULTRA-HIGH frequencies will be tested by the U. S. Navy Department during the periods June 3-June 18 and July 23-Aug. 6 on 94.6 mc., 150 mc. and 275 mc. Transmissions will be limited to the first and third 15 minutes of each hour from 8 a. m. to 4:40 p. m. from Mondays to Fridays inclusive during these periods, but will be continuous at other time between these dates. The public is asked to report on its success or failure to hear the signals.

WLW-WSAI, Cincinnati, is using the 75-foot flagpole atop the 44-story Carew Tower as a receiver for special events programs. The top of the pole is 649 feet above the sidewalk. The top 24 feet are used as antenna. Sixteen feet below the top is an insulator extending eight inches from the pole. For the next eight feet a wire is strung downward to another insulator, connected to concentric transmission line running into a room below where four shortwave receivers operate automatically 24 hours a day.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

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UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

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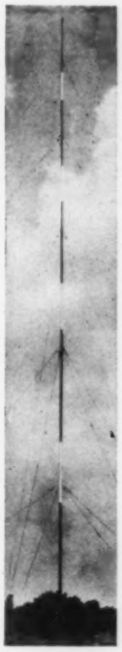


At last, Lingo has developed an advanced-type antenna which will give you the highest peak of efficiency yet attained by any radiator . . . available at surprising low cost.

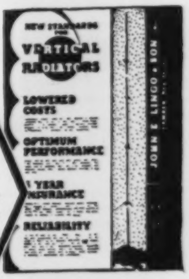
After you investigate the amazing story of Lingo efficiency and economy, you will probably realize that here indeed, are *new standards* that vitally affect *you*. And if you are like many other alert radiomen you will want to do something about it. You will want to take advantage of this new high in efficiency and new low in cost.

Modernize your antenna system

At stations where Lingo Tubular Steel Radiators have already been installed, antenna performance has reached a new high. Enthusiastic comments from station managers and engineers confirm the proof that extensive field tests have already disclosed. If you would like to know the names of the progressive stations now using Lingo Radiators, just write us and—we will be pleased to send you full particulars.

Get the facts!
Write today for details on Lingo economy installations

Free The entire amazing story of Lingo Vertical Tubular Steel Radiators. Today—write for your copy of our brochure—"NEW STANDARDS FOR VERTICAL RADIATORS". Gladly sent to executives and engineers.



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LINGO
VERTICAL
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RADIATORS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MAY 14 TO MAY 27, INCLUSIVE

Decisions . . .

MAY 17

MISCELLANEOUS — KRGV, Weslaco, Tex., granted CP change equip.; WKBH, La Crosse, Wis., granted CP new trans.; KLPM, Minot, N. D., granted license for CP vert. radiator, move trans., change 1240 to 1360 kc, increase to 500 w 1 kw D unl.; KYSM, Munkato, Minn., granted mod. CP trans. site, change antenna; WIOD-WMBF, Miami, granted pet. intervene Miami Bcstg. Co.; WKAT, Miami Beach, Fla., same; NEW, Provo Bcstg. Co., Provo, Utah, granted auth. intervene Citizens Voice & Air Show; WHO, Des Moines, granted auth. withdraw without prej. applic. 500 kw; KNEL, Brady, Tex., granted auth. withdraw without prej. applic. CP 1340 kc 250 w D; KGIW, Alamosa, Col., granted auth. withdraw without prej. applic. vol. assign. license 1420 kc 100 w spec.

MAY 18

MISCELLANEOUS — NEW, Hazeltine Service Corp., New York, granted petition dismiss without prejudice applic. experimental television; WJAS, Pittsburgh, granted acceptance brief on WWPO Inc. applic.; NEW, Cheyenne Radio Corp., Cheyenne, Wyo., granted pet. dismiss without prejudice applic. CP 1210 kc 100-250 w LS unl.; NEW, Cascade Bcstg. Co., Everett, Wash., granted auth. intervene KRKO applic.; WSYR, Syracuse, granted auth. intervene applic. Civic Bcstg. Corp.; NEW, Clifton A. Tolboe, Provo, Utah, granted auth. take depositions; KRKO, Everett, Wash., granted pet. continue hearing; City of Hot Springs, Ark., granted pet. intervene applic. KTHS etc.; WLWL, Stevens Point, Wis., oral argument continued to 6-30-38.

MAY 19

NEW, Bend Bulletin, Bend, Ore.; NEW, Elwood Warwick Lippincott Inc., Bend—Bend Bulletin denied CP 1310 kc 100-250 w; Elwood Warwick Lippincott denied CP 1310 kc 100 w unl.

WEED, Rocky Mount, N. C.—Denied CP change 1420 kc 100-250 w to 1240 kc 500 w unl.

NEW, Chase S. Osborn Jr., Fresno, Cal.; KRE, Berkeley—Chase S. Osborn Jr. denied CP 1440 kc 500 w unl.; KRE denied CP change 1370 kc 100-250 w to 1440 kc 500 w-1 kw.

MISCELLANEOUS—KFBK, Sacramento, granted extension exp. auth. facsimile; WBEN, Buffalo, granted exp. auth. facsimile.

SET FOR HEARING—NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va., CP 1260 kc 250 w D; NEW, Utica WUTK Inc., Utica, N. Y., CP 1420 kc 100-250 w; KLRA, Little Rock, Ark., mod. license to 5 kw unl.; NEW, Peter J. Caldarone, Providence, CP in docket amended to 1270 kc 250 w D, trans., site; NEW, Larry Rhine, San Francisco, CP amended to 1150 kc 250 w D; NEW, Edward J. Doyle, Rochester, N. Y. CP amended to 1270 kc 500 w D; NEW, Sweetwater Radio Inc., Sweetwater, Tex., CP 1310 kc 100 w D; WJBL, Decatur, Ill., auth. transfer control to Decatur Newspapers Inc.; WHBI, Newark, renewal applic. (temp. license pending hearing); KFPW, Ft. Smith, Ark., renewal license (temp. license pending hearing); KLIV, Fergus Falls, Minn., renewal license (temp. license pending hearing); Fergus Falls, renewal applic. (temp. license pending hearing).

NEW, Harold H. Thoms, d/b Asheville Daily News, Asheville, N. C.; pursuant to court order, Commission order of 2-5-38 vacated and case reopened for further hearing.

MAY 20

MISCELLANEOUS—NEW, Press-Union Pub. Co., Atlantic City, granted auth. take depositions; WQDM, St. Albans, Vt., granted motion accept appearance; WAZL, Hazleton, Pa., granted continuance hearing; KGBX, Springfield, Mo., granted pet. continue hearing; WORL, Boston, granted pet. continue oral argument.

MAY 23

MISCELLANEOUS—WEMP, Milwaukee, granted continuance hearing; KFDM, Beaumont, Tex., granted auth. intervene KWTO applic.; NEW, W. B. Greenwald, Topeka, denied continuance hearing applic. Emporia Bcstg. Co.

MAY 24

MISCELLANEOUS—WGAR, Cleveland, granted license for CP new equip., increase to 1-5 kw; WCAL, Northfield, Minn., granted license for CP new equip., change 1250 to 760 kc, 5 kw D Sh.-WLB; WLB, Minneapolis, granted license for CP new equip., change 1250 to 760 kc, 5 kw D Sh.-WCAL; WSFA, Montgomery, Ala., granted license for CP vert. radiator, new equip.; KWLK, Longview, Wash., granted license for CP 780 kc 250 w D; KTKC, Visalia, Cal., granted auth. take depositions.

MAY 25

MISCELLANEOUS—WBEO, Marquette, Mich., granted temp. mod. license operate Central Daylight Time; WRR, Dallas, reconsidered grant of increased D power and set for hearing; Mutual Broadcasting System, granted 3-month extension auth. transmit programs to CKLW; WMCA, New York, reconsidered grant without hearing of mod. license re radiator and set for hearing; WCAX, Burlington, Vt., granted temp. auth. operate Eastern Daylight Time; NEW, George B. Storer, Pontiac, Mich., granted auth. intervene applic. Pontiac Bcstg. Co.; KRKO, Everett, Wash., granted pet. intervene applic. Cascade Bcstg. Co.; WHKF, Kosciusko, Miss., granted auth. withdraw without prej. applic. CP 1500 kc; NEW, Miami Bcstg. Co., Miami, granted auth. withdraw without prej. applic. CP 1420 kc.

SET FOR HEARING—NEW, Timpanogos Bcstg. Co., Provo, Utah, CP 1210 kc 100-250 w; WJBL, Decatur, Ill., CP change equip., increase radiator height, change 1200 to 1310 kc, increase D to 250 w, change Sh.-WJBC to unl.; KLS, Oakland, CP increase 250 to 500 w; NEW, Pee Dee Bcstg. Co., Florence, S. C. CP 1200 kc 100-250 w; WOMI, Owensboro, Ky., mod. license 1500 to 1200 kc; KSAL, R. J. Laubengayer, Salina, Kan., CP change 1500 to 1120 kc directional, increase 100-250 w to 500 w-1 kw.

MAY 26

NEW, Arthur Lucas, Savannah, Ga.—Granted CP 1310 kc 100 w unl.

NEW, Evanston Bcstg. Co., Evanston, Ill.—Denied CP 1020 kc 250 w D.

WBZA, Springfield, Mass.; WDEV, Waterbury, Vt.—WBZA denied shift to 550 kc and shift of WDEV to 560 kc; WDEV granted renewal license 550 kc.

WMEX, Boston—Granted CP 1470 kc 5 kw unl. directional.

KGO, San Francisco—Denied CP increase to 50 kw.

MISCELLANEOUS — WFOY, St. Augustine, Fla., dismissed without prej. applic. change 1210 kc 100-250 w to 590 kc 250 w; NEW, George B. Storer, Pontiac, Mich., granted continuance hearing King-Trendle applic. Pontiac etc., and denied consolidation Pontiac applications; WMFR, High Point, N. C., oral argument Ex. Rep. I-601 cancelled.

MAY 27

KWTN, Watertown, S. D.; KGDY, Huron, S. D.—KWTN denied license renewal and shift 1210 kc 100 w unl. to 1340 kc 250-500 w unl.; KGDY denied license renewal and shift 1340 kc 250 w D to 1210 kc 100-250 w unl.; applic. KGDY transfer control to Greater Kampeska Radio Corp. dismissed.

WREN, Lawrence, Kan.—Denied applic. transfer control to Kansas City Star Co.

WMBQ, Brooklyn; Lillian E. Kiefer, Brooklyn; WWRL, Woodside, Long Island; Paul J. Gollhofer, Brooklyn—WMBQ denied CP change equip., move trans., renewal license; Lillian E. Kiefer denied applic. for WMBQ operating assignment; Paul J. Gollhofer denied applic. for WMBQ operating assignment; WWRL granted hours of WMBQ.

WLAK, Lakeland, Fla.—Granted CP increase D to 250 w.

Examiners' Reports . . .

KVOD, KFEL, Denver—Examiner Dalberg recommended applic. KVOD change 920 kc 500 w Sh.-KFEL to 630 kc 1 kw unl. be granted; that applic. KFEL change 920 kc 500 w Sh.-KVOD to 920 kc 1 kw unl. be granted.

WCLS, Joliet, Ill. — Examiner Arnold recommended (I-637) that applic. transfer control to L. W. Wood and Walter Ashe be denied.

WMPS, Memphis—Examiner Irwin recommended (I-638) that applic. transfer control from Memphis Commercial Appeal Co. to Memphis Press-Scimitar Co. be denied.

NEW, Arlington Radio Service, Arlington, Va.—Examiner Bramhall recommended (I-639) that applic. CP 1140 kc 1 kw D be denied.

NEW, W. C. Irvin, Amarillo, Tex.; NEW, Amarillo Bcstg. Corp., Amarillo—Examiner Seward recommended (I-640) that applic. W. C. Irvin CP 1500 kc 100-250 w be denied; that applic. Amarillo Bcstg. Corp. CP 1500 kc 100 w unl. be denied.

NEW, Joe L. Smith Jr., Beckley, W. Va.—Examiner Bramball recommended (I-641) that applic. CP 1210 kc 100-250 w unl. be denied.

KGDM, Stockton, Cal.—Examiner Berry recommended (I-642) that applic. change 1100 kc 1 kw D to 1150 kc 5 kw ltd. be denied.

WISN, Milwaukee; WJBO, Baton Rouge, La.; WAPO, Chattanooga—Examiner Dalberg recommended (I-643) that applic. WISN mod. license increase 250 w-1 kw to 1 kw unl. be denied; that applic. WJBO increase 500 w to 1 kw be granted; that applic. WAPO change 1420 kc 100-250 w unl. to 1120 kc 500 w-1 kw unl. be denied.

WPAX, Thomasville, Ga.—Examiner Berry recommended (I-644) that applic. change 100 w D to 100-250 w unl. be granted.

NEW, Broadcasters Inc., Gastonia, N. C.; F. C. Todd, Gastonia—Examiner Seward recommended (I-645) that applic. Broadcasters Inc. for CP 1420 kc 100-250 w. unl. be dismissed with prejudice; that applic. F. C. Todd for CP 1420 kc 100-250 w unl. be granted.

WKBZ, Muskegon, Mich.—Examiner Hyde recommended (I-646) that applic. vol. assign. license to Ashbacker Radio Corp. be granted.

KHUB, Watsonville, Cal.—Examiner Irwin recommended (I-647) that applic. assignment license to John P. Scripps be granted.

Applications . . .

MAY 16

WEVD, New York—CP new trans.

WGAR, Cleveland — License for aux. trans.

WGH, Norfolk—Mod. license re Norfolk studio.

KTBS, Shreveport, La.—CP new trans.

WFOR, Hattiesburg, Miss.—Auth. transfer control to Miles A. and Helen G. Metzger.

WGL, Fort Wayne—CP change equip.

MAY 18

NEW, Enrique Abaroa Sanfeliz, San Juan, P. R.—CP 580 kc 1 kw unl. directional.

WHAI, Greenfield, Mass.—License for CP as mod.

WRTD, Richmond, Va.—CP change 1500 to 590 kc, increase 100 to 500 w, change name to Times Dispatch Radio Corp. 1 kw directional N.

KFDM, Beaumont, Tex.—Mod. license re studio site.

KWNO, Winona, Minn.—Vol. assign. license to Winona Radio Service, partnership.

WEBQ, Harrisburg, Ill. — Mod. license 1210 to 1310 kc unl.

KFVS, Cape Girardeau, Mo.—Mod. license spec. to unl., contingent WEBQ grant.

MAY 21

WCAX, Burlington, Vt.—Mod. license spec. to unl.

NEW, Lane J. Horrigan, d/b Copper Country Bcstg. Co., Hancock, Mich.—CP 1370 kc 100-250 w spec. as part of WHDF's hours.

WEAU, Eau Claire, Wis.—Mod. license ltd. to unl. 1 kw.

WCLO, Janesville, Wis.—Involv. transfer control to Sidney Bliss, Robert W. Bliss and Rock County Savings & Trust Co.

MAY 25

WBOW, Terre Haute, Ind.—CP change 1310 to 1200 kc, move trans.

KEUB, Price, Utah — Vol. assign. license to Eastern Utah Bcstg. Co.

NEW, Yuba-Sutter Bcstrs., Marysville, Cal.—CP 1320 kc 250 w unl.

KRSC, Seattle—CP increase 250 to 500 w.

MAY 27

NEW, Civic Bcstg. Corp., Syracuse—CP 1210 kc 100 w unl., amended to 1420 kc.

WHDH, Boston—Exp. auth. spec. hours amended to 5 kw, change equip.

WJMC, Rice Lake, Wis.—Mod. CP 1210 kc 250 w D re studio, antenna sites.

First Convention of Salesmen Is Held As Ohioans Plan Semi-Annual Sessions

THE FIRST convention of radio station salesmen on a statewide basis ever to be held, conducted in Akron, Ohio, May 14, resulted in unanimous view that such meetings be scheduled twice annually, spring and fall, according to its chairman, Fred Bock, sales manager of WADC, Akron.

With 60 salesmen and other officials representing 13 stations in attendance, the meeting was devoted to better radio salesmanship. Called the Ohio Broadcasting Association Sales Institute, the session was opened with an address of welcome by J. Harold Ryan, general manager of WSPD, Toledo, president of the Ohio Association. He explained the motive was to make available to the salesmen of Ohio stations every opportunity and facility for better salesmanship.

Handling the Prospect

Dr. Maynard, of Ohio State University, discussed advertising fundamentals and analyzed information from his well-known Logan Survey. He emphasized particularly that salesmen should clearly show the prospect his need for advertising and should get down to business on this line within the first five minutes of his interview.

At the afternoon session, John W. Karol, market research director of CBS, discussed summer broadcasting, graphically illustrating his talk with studies made by the network. George L. Willman lectured on sales technique.

After the unanimous vote to hold the sessions twice annually, President Ryan reappointed Mr. Bock as chairman of the Sales Institute for the fall session. No date has yet been set. Appointed on the Committee were Bob Thompson, manager of WCOL, Columbus, and Dave Brown, sales manager of WHIO, Dayton. Present at the meeting were:

WSPD, Toledo — J. H. Ryan, E. Y. Flanigan, Don Ioset, W. F. Shannon, R. B. Stone, M. N. Pheatt, Clifford Coe, T. O. McCullough.

WHIO, Dayton—Leonard Reinsch, Dave Brown, Tom Stewart.

WLW, Cincinnati—E. C. Krautters.

WSAI, Cincinnati—C. J. Thornquest.

WHK, Cleveland — Harry Stair, R. S. De Tschon, W. K. Brusman, J. B. Maurer, Mina Kahn, R. C. Brown, J. A. Beres, E. J. Devney.

WGAR, Cleveland—Earl Schueren, M. B. Maury, S. De Witt, Ellis VanderPyl.

WKBN, Youngstown—W. P. Williamson, E. E. Evans, M. J. Rifkin.

WTAM, Cleveland — Howard Barton, R. G. Carter, Harold Gallagher.

WCOL, Columbus—W. R. Link, Jack Kelly, Don Brandes, Fred Huffman, Neal Smith.

WICA, Ashtabula—R. B. Rowley.

WHBC, Canton — S. A. Spilker, Paul Morgan, R. H. Bruce, Harvey Royale.

WJW, Akron—Rae Carde, S. W. Townsend, F. DeLeone, L. M. Robertson, Ted Winter, Bill Griffiths.

WADC, Akron—Allen T. Simmons, Fred Bock, Merv Robertson, Ruth Richey, Pauline Rogers, Marie Carrier, Joe Jolliff, Virginia Fair, E. A. Marchal, R. E. Waldo, Bob Wilson, John Aithkenhead.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Oct. 8 starts for 25 weeks *Fred Waring's Pennsylvanians* on an NBC-Red network, Sat., 8:30-9 p. m. (repeat 12-12:30 a. m.), both EST. Agency: Stack-Goble Adv. Agency, Chicago.

BAYUK CIGARS Inc., Philadelphia, on June 14 starts for 13 weeks *The Inside of Sports*, with Sam Balter, commentator, on 23 Mutual-Don Lee stations, Tues., Thurs., Sat., 3-3:15 p. m. (PST), with Pacific Coast repeat (KHJ, KPMC, KGB, KFRC) 7:15-7:30 p. m. Agency: McKee, Albright & Ivey, Philadelphia.

CONTINENTAL Baking Co., New York (Wonder bread, Hostess cake), on Sept. 30 starts program with Jack Haley and Ted Fio Rito's orchestra on 43 CBS stations, Fri., 7:30-8 p. m. (EST) repeat 9:39 p. m. (PST). Agency: Benton & Bowles, N. Y.

QUAKER OATS Co., Chicago, on Sept. 26 starts *Girl Alone* on NBC-Red, Mon. thru Fri., 4:45-5 p. m. (EST). Agency: Lord & Thomas, N. Y.

SLIDE FASTENERS Inc., New York (Talon fasteners), on May 12 started *James McCormack* on 2 Mutual stations (WOR, WAAB), Tues., Thurs., 11:45-12 noon. Agency: G. Lynn Sumner Co., N. Y.

Renewal Accounts

ALBERS BROS. Milling Co., Seattle (cereals), on July 5 renews for 26 weeks *Good Morning Tonight* on 5 NBC-Pacific stations, Tues., 9-9:30 p. m. Agency: Erwin, Wasey & Co., Seattle.

PILLSBURY FLOUR Co., Minneapolis, on May 30 renewed for 52 weeks *Women in White* on 36 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchinson Adv. Co., Minneapolis.

U. S. TOBACCO Co., New York (Dill's Best and Model) on May 30 renewed for 52 weeks *Pick & Pat* on 48 CBS stations, Mon., 8:30-9 p. m. (repeat 11:30 p. m.). Agency: Arthur Kudner, N. Y.

CARDINET CANDY Co., Oakland, Cal., on June 5 renews for 13 weeks *Night Editor* on 10 NBC-Pacific stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschke-Elliott, Oakland.

PROSPERITY PUBLISHING Co., Los Angeles (political), on May 16 renewed for 52 weeks, *Townsend Radio Club*, on 11 California Don Lee network stations, Mon., 8:30-8:45 p. m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

SEVEN UP BOTTLING Co., Los Angeles (soft drink), on May 15 renewed for 26 weeks, *The Marines Tell It to You*, on 3 California Don Lee stations (KHJ, KFXM, KPMC), Sun., 6-6:30 p. m. (PST). Agency: Glasser Adv. Agency, Los Angeles.

AMERICAN TOBACCO Co., New York, (Lucky Strike) on June 29 renews for 13 weeks *Kay Kyser's Musical Klass*, on 81 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

RALSTON PURINA Co., St. Louis (Ry-Krisp), on June 26 renews for 52 weeks, *Marion Talley*, vocalist, on 35 NBC-Red stations, Sun., 1-1:30 p. m. (PST). Agency: Gardner Adv. Co., St. Louis.

AFFILIATED SALES Co., New York (Loxol), on May 18 renewed for 13 weeks *Glamo Rhythm* on 2 CBS California stations (KNX, KSFO), Wed., Fri., 11:15-11:30 a. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

McKESSON & ROBBINS, Los Angeles (Currier's Tablets), on May 8 renewed for 39 weeks, *Secrets of Success*, on 10 Pacific Coast Don Lee stations, Sun., 10:30-10:45 a. m. (PST). Agency: General Adv. Agency, Los Angeles.

REGIONAL ADVERTISERS Inc., Los Angeles, on May 31 renewed for 26 weeks *Mystery Chef* on 14 NBC-Red stations, Tues., Thurs., 9:45-10 a. m. Agency: McCann-Erickson, Los Angeles.

FORD MOTOR Co., Detroit, on Sept. 11 resumes for 39 weeks *Ford Sunday Evening Hour* on 93 CBS stations, Sun., 9-10 p. m. Agency: N. W. Ayer & Son, Detroit.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (wax), on May 30 shifted *Attorney-at-Law* broadcast at 9:30-9:45 a. m. (CDST) on 14 NBC-Blue stations to 2-2:15 p. m. On July 5 instead of being broadcast five times weekly, the show will be made into a weekly half-hour and will replace *Fibber McGee & Molly* for the summer.

ALBERS BROS. Milling Co., Seattle, on July 5 renews *Good Morning Tonight* on 5 NBC-Pacific stations, Tues., 9-9:30 p. m. Agency: Erwin, Wasey & Co., Seattle.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on May 22 moved *Radio Newsreel* on 23 NBC-Red stations on Sundays from 3-3:30 p. m. to 5:30-6 p. m.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on July 4 moves *True or False* from 12 Mutual to 32 NBC-Blue stations, Mon., 10-10:30 p. m. Contract is for 26 weeks, thru J. Walter Thompson Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on May 30 moves *Road of Life* on 23 CBS stations, Mon. through Fri., from 9:30-9:45 a. m. to 1:30-1:45 p. m. Agency: Compton Adv., N. Y.

PACIFIC COAST Borax Co., New York (20 Mule Team borax), on June 10 moves *Death Valley Days*, now on 23 NBC-Blue stations, Fri., 8:30-9 p. m., to 32 NBC-Red stations, Fri., 9:30-10 p. m. (repeat 12:30 a. m.)

COLGATE-Palmolive-Peet Co., Jersey City (Palmolive shaving cream), on June 4 moves *Dale Carnegie* on 31 NBC-Red stations from Tues., 10:45-11 p. m. to Sat., 8:30-8:45 p. m. (repeat 12-12:15 a. m.) Agency: Benton & Bowles, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on May 30 moves *The Goldbergs* on 34 CBS stations, Mon. through Fri., from 1215-12:30 p. m. to 1-1:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

WWL Defers Dismissal of Orchestra As Musician's Local Pleads for Delay

POSTPONEMENT until latter June of the emergency situation involving the decision of WWL to dismiss its orchestra because of union difficulties with other New Orleans stations was agreed to May 25 by Vincent F. Callahan, WWL general manager, upon request of the local musicians union.

Last month Mr. Callahan announced he would dismiss his orchestra as of May 26, on the ground of unfair competition. He announced receipt May 25 of a letter from G. Pipitone, president of the New Orleans local, asking that his decision be deferred until after the annual convention of the American Federation of Musicians in Miami in June, asserting he felt the situation would be settled one way or the other during that meeting.

Asked Equal Rights

Mr. Callahan had originally planned to dismiss his orchestra May 19 but postponed it for a week at the request of Joseph M. Weber, AFM president, and Mark Ethridge, NAB president. A telegram from Mr. Ethridge urged the week's delay as a service to the industry, stating that "success of national program depends largely on what happens in New Orleans."

Grounds for the station's action in deciding to let its musicians go were that the union, in its contract, guaranteed WWL the same privilege granted to other network stations in that city. As the union had not enforced the employment of musicians on WSMB and WDSU, WWL held it was free to operate similarly without a staff orchestra.

Meanwhile another difficult situation was brought to a close in Savannah, where WTOC, CBS station, exchanged contracts with the local after Fred Birnbach, national secretary of AFM, visited the city and aided in the completion of negotiations. The National Committee of Independent Broadcasters, representing the non-network stations in dealing with the union, on May 19 mailed out copies of the standard agreement to all stations not affiliated with the nationwide networks, and hope that before long these stations will have completed contracts with the AFM locals in their towns.

Convention Approaching

Another reason for Mr. Weber's anxiety to get the New Orleans situation satisfactorily settled is the fact that he will have to make a report of the progress of his radio negotiations to the AFM membership at the union's annual convention in Tampa on June 13. It was at the 1937 convention that the musicians, at the instigation of James C. Petrillo, president of the Chicago local, voted the attack on "canned music" that was the direct cause of the union's demands on the broadcasting industry.

To meet these demands and to negotiate new musicians' contracts that recognized the need of the musicians for increased employment without placing undue hardships on broadcasting has been a major problem of the broadcasters during the past year, the solution of which so vividly showed up the weaknesses in the NAB that it brought about a complete reorganization of that industry association.

Mr. Petrillo will again be present at the 1938 AFM convention and it is reasonably certain that he will lose no opportunity to point out any flaws in the results secured by the musicians under Mr. Weber's leadership. For the rivalry between the two men has been brought out into the open by vigorous attacks on the Chicagoan appearing on the front page of the May issue of AFM's official journal, the *International Musician*. Written by Mr. Weber and titled "Democracy in the Federation," the article denounces Petrillo for advertising himself at the expense of the Federation.

GOLDEN GATE RADIO COLUMNS DROPPED

SAN FRANCISCO Publishers Assn. cancelled all radio gossip and news columns at its meeting of May 30, retaining only program logs in the *San Francisco Examiner*, *Call-Bulletin*, *News* and *Chronicle*, and the *Oakland Tribune* and *Post-Enquirer*. The cancellation will be effective for three months, it is understood.

In discussing the move, Eugene Bittler, secretary of the association, said: "The publishers felt that they were hurting their own livelihood in publishing such radio news". Radio editors, in most instances, are being kept on the staffs.

Summer Substitutes

SUMMER substitutes for the Jack Benny and Fred Allen programs were announced May 27. General Foods Corp., New York, will use *Hobby Lobby* for Benny, not *What Would You Have Done* as previously announced, on 86 NBC-Red and 50 Canadian Network stations, Sundays, 7-7:30 p. m., for 13 weeks, starting July 3. Bristol-Myers Co., New York, replaces Allen for 13 weeks beginning July 6 with *Big Game Hunt* for Ipana and Sal Hepatica, Wednesdays, 9-9:30 p. m., and *For Men Only* to promote Vitalis, 9:30-10 p. m., on 44 NBC-Red stations.

KOIL-KFAB Sales Chief

FRANK E. PELLEGRIN, since 1930 director of publicity and assistant professor of journalism at Creighton University, has been named sales manager of the Central States Broadcasting System, operating KOIL, Omaha, and KFAB-KFOR, Lincoln, effective June 20, according to an announcement by Don Searle, general manager. Mr. Pellegrin for many years has taken active part in Omaha civic affairs and at present is a member of the board of directors of the Junior Chamber of Commerce, director of the Omaha Advertising Club, member of the Advertising Research Council and chairman of the publicity committee of the Boy Scout Advisory Council.

XUM

Merchandising & Promotion

Lunch Hunch — On the Move — Treat by Babbitt— Diamond Dope — Angler's Plugs

OFFERS on recent NBC programs include: A *Charlie McCarthy* teaspoon for 10c and a Chase & Sanborn bag front; sample kit of Woodbury's cosmetics on *Hollywood Playhouse*; electric hot cups for $1 and a wrapper of G. Washington Coffee; 65 stamps of $2 catalog value for 10c and a bottle cap from Dari-Rich Chocolate Flavored Milk; 24-karat gold "Beetle Pin" for 10c and a carton from Kolynos toothpaste; choice of ivy plant or butterfly bush for 10c and a wrapper of Borden's Chateau Cheese on *Borden's Hughesreel*; two sets of colored pictures for a carton from Pepsodent toothpaste on *Mickey Mouse Theatre of the Air*; 10 gladiola bulbs for 10c and a sales slip showing purchase of Johnson wax on *Fibber McGee & Mollie* series; flower seeds for 10c and box top from Twenty Mule Team Borax on *Death Valley Days*.

* * *

Captains in Iowa

TO PROMOTE its *Captains of Industry*, KRNT, Des Moines, distributes printed slips to be put at plates during club luncheons, is sending letters to firms founded by men dramatized on the series, has arranged for library cooperation on collateral reading for youngsters. The program is also announced in bulletins of local business men's clubs. The series is sponsored by the O'Dea Finance Co. of Des Moines.

* * *

For Bread Bakers

BREAD BAKING contest followed a spot and participating campaign on WFMD, Frederick, Md., under sponsorship of Wilkins-Rogers Milling Co., Washington (Washington flour). More than 227 loaves were submitted by women from three states in competition for prizes totaling $50. Contest was supervised by Florence Neely who directs the participating *WFMD Homemakers Hour*.

GRIFFIN A-B-C
10
GRIFFIN ALLWITE

GRIFFIN MFG. Co. products are on display in the foyer of WGAR, Cleveland, which has a large illuminated booth for merchandise setups. The displays are changed once each week.

G-E Contests

GENERAL ELECTRIC Co., Schenectady, on its *Hour of Charm* heard Sundays on NBC-Red network, is conducting two contests, one with prizes totaling $20,000 and the other with product awards. One, the home building contest, is open to any home containing G-E equipment, on which construction or modernization is now under way; 20 prizes of $1,000 each will be awarded for descriptions of the best utilization of equipment, irrespective of cost or size. Five G-E washers and two ironers will be given each week for eight weeks for the best 25 words finishing the sentence, "I like the G-E automatic flatplate ironer (or G-E washer) because . . .". Maxon Inc., New York, is agency.

* * *

At a Moment's Notice

NBC is mailing "Always Ready to Move," a brochure describing its special events mobile units, and the parts they have played in recent broadcasts. An accompanying letter from Roy C. Witmer, vice-president, says: "These mobile units are an important feature of NBC's organization for service to the listening public. From the advertising viewpoint, they are effective circulation builders — one of the reasons why NBC advertisers get the lion's share of the listening audience."

* * *

Ice Cream Festival

AS A promotional stunt, KEHE, Los Angeles, in keeping with National Ice Cream Week, on May 20 staged an old-fashioned ice cream social at its studios following the *Listen Ladies* program. Social was for women only, and three announcements were made prior to the event. More than 500 women attended the party which was presided over by Al Poska, program director and master-of-ceremonies of the afternoon program.

* * *

Babbitt Fetes Grocers

OVER 700 independent grocers and their friends were guests of B. T. Babbitt Co. to see two broadcasts in the WOR-Mutual Playhouse on May 24. The programs were Morton Gould's orchestra and the new audience participation show, *Say It With Words*. The company sponsors *David Harum* five days weekly on WOR through Blackett - Sample - Hummert, New York.

* * *

Newsboy Distribution

WHBF, Rock Island, Ill., owned and operated by the *Rock Island Argus*, is distributing its bulletins and contest announcements through 200 of the newspaper's carriers. Samples of the advertiser's products are also distributed in this way.

* * *

Ad Men in Kitchen

ADVERTISING officials of Seattle agencies lunched May 16 in the new kitchen of KIRO. From the model kitchen auditorium KIRO broadcasts a daily program called *Feminine Forum*, featuring Helen Malloy and Isabelle Campbell.

120,000 Baseball Books

P. LORILLARD Co., New York, distributed approximately 120,000 copies of its baseball record book during the first month of the baseball season to listeners of Bob Elson's play-by-play broadcasts of the Cubs and Sox home games on WGN, Chicago. The 248-page volume, which contains records of players and teams in the major leagues since the turn of the century and numerous photographs of prominent players, is edited by Elson and given to his listeners in exchange for two wrappers from Old Gold packages and ten cents. The book is also being offered on the twice-weekly quarter-hour *Headline* news dramatization series sponsored on WOR by Lorillard for Muriel cigars, but returns have not been tabulated. Programs were placed through Lennen & Mitchell, New York.

* * *

Seams That Zip

SLIDE FASTENERS Inc., New York, sponsoring James McCormack, tenor brother of John McCormack, twice weekly on 2 Mutual stations (WOR, WAAB), is offering 317 prizes in a contest for the best 100-word letter on "Why I Use Talon Slide Fasteners in My Sewing." The first two awards will be Singer sewing machines. The program, which started on WOR late in March, added WAAB on May 12. The agency is G. Lynn Sumner Co., New York.

* * *

Script to Dealers

TO TEST a new dealer tie-in plan, KSOO, Sioux Falls, S. D., recently mailed samples of the continuity for broadcasts sponsored by Nash Coffee Co. to all accounts in its territory. Client's salesmen report that 25% of the dealers had posted the script on their cash registers or doors.

* * *

Funk With Words

PRIZES of standard Funk & Wagnalls dictionaries will be given winners in Mutual's new sustaining program, *Say It With Words*. Allen Prescott, best known as *The Wifesaver*, is master-of-ceremonies, with Dr. Funk supplying authoritative answers on the use of words.

* * *

Balloon News

TOY balloons are distributed by WATL, Atlanta, Ga., to exploit its newscasts. When inflated, the balloons display the words, "Serving in the Public Interest WATL, the News Station of Atlanta."

NO MATTER how far announcers of WKBW-WGR, Buffalo, stray from its mobile unit during on-the-scene broadcasts they're still identified by the lettering on their linen jackets. Cliff Jones, announcer, is here interviewing Mayor Thomas L. Holling (left) during a recent program.

Life in West Virginia

GIANT promotion folder, 24x38 inches, titled "This is Life", has been issued by WWVA, Wheeling, W. Va., to follow through on the recent publicity given the program *It's Wheeling Steel* in *Life* magazine. The folder makes much of *Life's* comment, "The current radio season has produced at least one program which is something new on the air." The series, under sponsorship of Wheeling Steel Co., draws its talent from mill workers.

* * *

Steel in Sheets

WITH a cover that feels like a thin sheet of steel, a promotion booklet titled "The Human Element in a Sheet of Steel" has been published by Mutual. The history of *It's Wheeling Steel*, a program that began modestly on WWVA, Wheeling, W. Va., and spread to a 17-station Mutual network is included with pictures and continuity galore.

* * *

St. Paul Snaps

MORE THAN 30,000 ginger snaps in glassine bags were distributed by KSTP, St. Paul, to plug *True Story Court*. Bag front read, "It's a True Story, There's Ginger and Snap in KSTP Radio Programs." Carriers of *Liberty* magazine distributed 20,000 bags to subscribers on their regular deliveries and the cookies were given with drinks at local soda fountains.

* * *

Fishing Plugs

TIE-INS galore are obtained by a promotion gift mailed to advertisers and agencies by KWTO-KGBX, Springfield, Mo. Five bass plugs bearing the call letters are wrapped in cellophane with a personal invitation to use them in Ozark fishing grounds. "Land Big Results with KWTO-KGBX Plugs", the card reads.

* * *

That Tourists May Know

WITH an eye on the two million tourists who visit Minnesota during the summer, WCCO, Minneapolis, has distributed 1,000 posters to resorts and summer hotels. The posters list programs and time, with special emphasis on news and sports. WCCO cooperates with the Minnesota State Tourist Bureau in distributing the posters.

* * *

They Gave Away Turtles

KTSM, El Paso, in a program at the opening of a lunch stand, carried interviews between Roy Chapman, program director, and the stand manager as well as officials of supply firms. Van Des Autels, special events man, gave away live turtles to children attending the remote.

* * *

Wing Over Calgary

CFCN, Calgary, Alb., distributed 25,000 blotters, window cards and other promotional pieces announcing the opening of the *Howie Wing* show sponsored by Kellogg Co., Battle Creek.

* * *

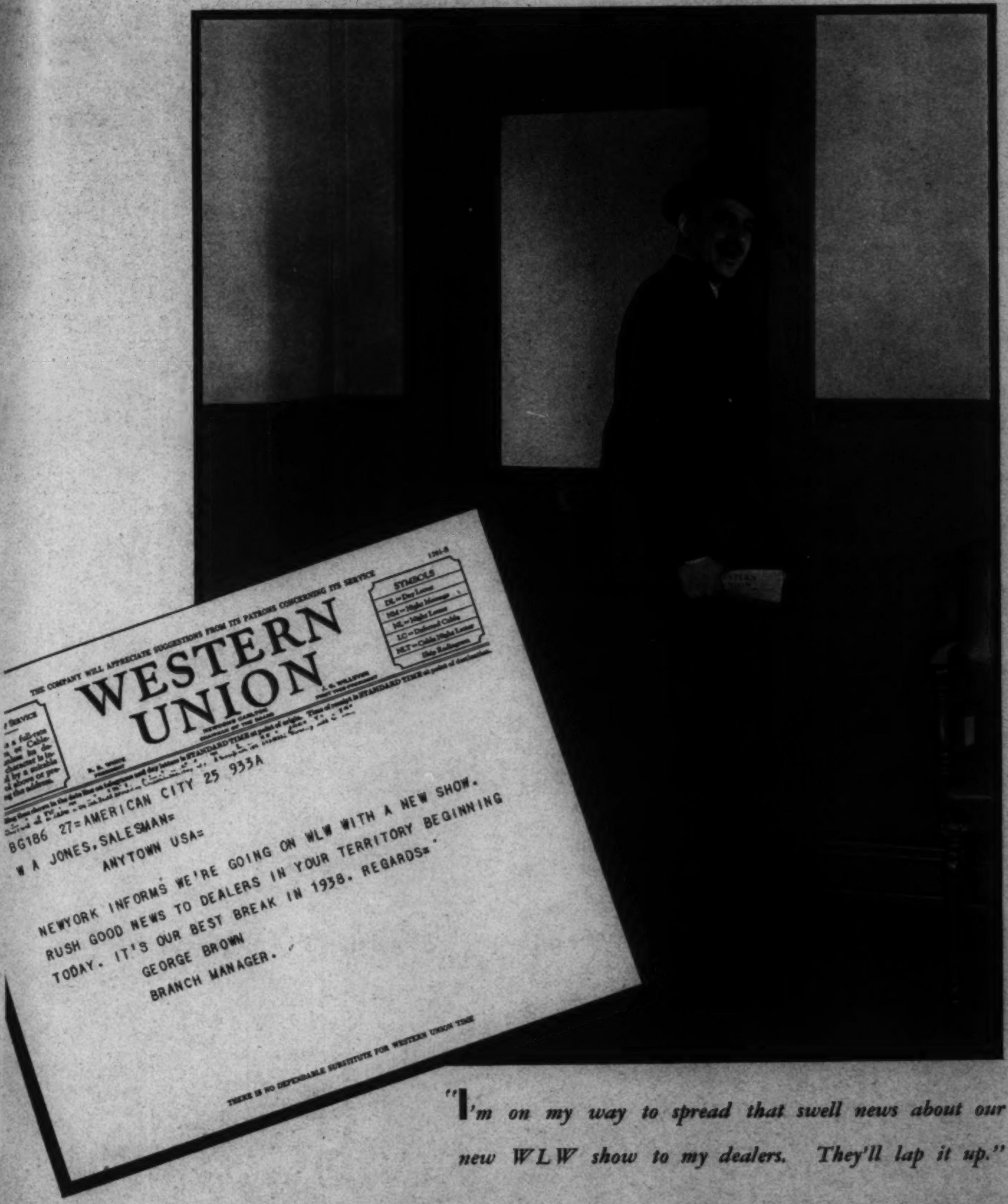
Night Letter Followup

TO augment its merchandising piece on radio advertising of food products, WOWO-WGL, Ft. Wayne, Ind., recently sent out 1,200 night letters about the brochure.

* * *

Summing Up

WITH a strip of adding machine tape pasted on the picture of an adding machine, the promotion folder of WIBW, Topeka, suggests "To Sum It All Up, WIBW sells Kansas".



1201-S

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

SYMBOLS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

BG186 27=AMERICAN CITY 25 933A

W A JONES, SALESMAN=
ANYTOWN USA=

NEWYORK INFORMS WE'RE GOING ON WLW WITH A NEW SHOW. RUSH GOOD NEWS TO DEALERS IN YOUR TERRITORY BEGINNING TODAY. IT'S OUR BEST BREAK IN 1938. REGARDS=

GEORGE BROWN
BRANCH MANAGER.

THERE IS NO DEPENDABLE SUBSTITUTE FOR WESTERN UNION TIME

"I'm on my way to spread that swell news about our new WLW show to my dealers. They'll lap it up."

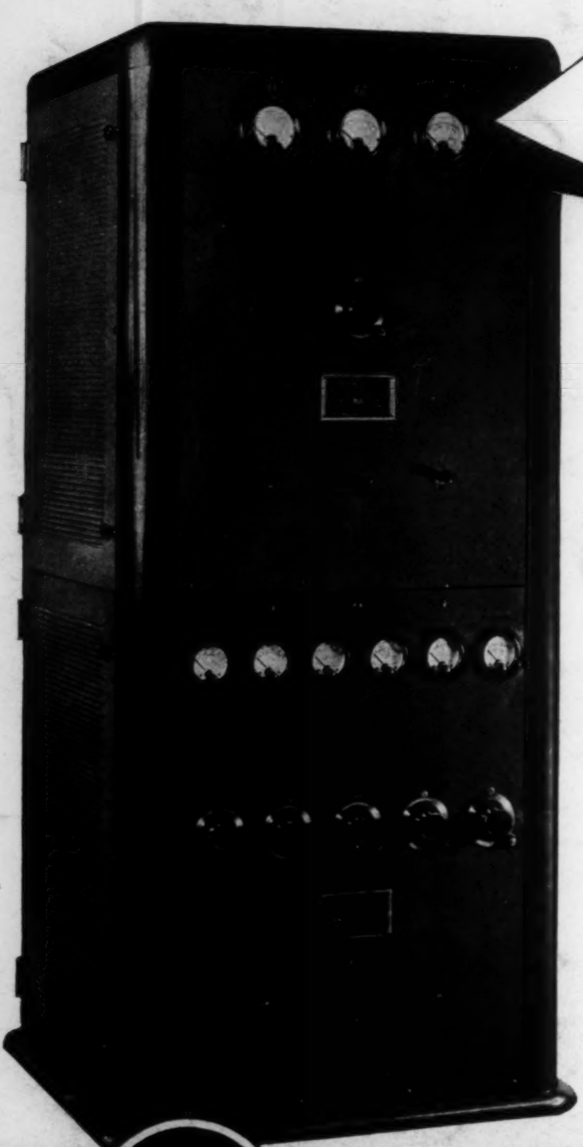
●

WLW–*The Nation's Station*

CINCINNATI

FOR BROADCASTING AT ULTRA HIGH FREQUENCIES

Use the RCA 100F



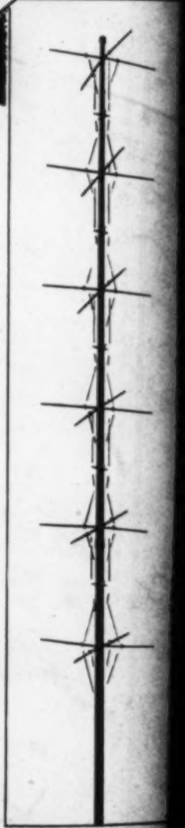
An economical way to start experimental service

THE RCA 100-F transmitter enables you to start experimental broadcasting service in the ultra high frequency band—for either sound or facsimile programs. It's economical to install, costs little to operate, is thoroughly modern in its high fidelity performance.

For stations that wish to start experimental service in this new field of broadcasting, the 100-F offers many advantages. The power, 100 watts, is sufficient for tests. If more power is required, it's easy to boost the output to 1 kw by adding a standard amplifier unit.

The majority of u.h.f. broadcasting stations use RCA 100-F transmitters. If you are considering service on these channels, drop a line to the nearest district office and find how little the 100-F costs.

Use RCA Tubes in your station—for greater reliability.



RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of Americ

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 490 Peachtree St., N. E. • Dallas: Santa Fe Building • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Av